

**CERTIFICATION EXAMINATIONS
FOR OKLAHOMA EDUCATORS (CEOE™)**

OKLAHOMA SUBJECT AREA TESTS (OSAT™)

FIELD 37: JOURNALISM

TEST FRAMEWORK

February 1999

Subarea	Range of Competencies
I. The Social Context of Journalism	01–03
II. Written Communication in Journalism	04–07
III. Visual Communication in Journalism and Radio and Television Broadcasting	08–11
IV. Production and Management of Student Publications	12–16

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FIELD 37: JOURNALISM TEST FRAMEWORK

The Social Context of Journalism
Written Communication in Journalism
Visual Communication in Journalism and Radio and Television Broadcasting
Production and Management of Student Publications

SUBAREA I—THE SOCIAL CONTEXT OF JOURNALISM

Competency 0001

Understand the history of journalism and mass media.

The following topics are examples of content that may be covered under this competency.

Recognize significant people and events in the history of journalism and mass media.

Examine the role of print and nonprint journalism in U.S. history.

Demonstrate knowledge of historical changes in the format, focus, style, and technology of journalism and mass media.

Competency 0002

Understand the functions and influence of journalism and mass media.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of the functions of newspapers, magazines, radio, and television.

Analyze ways in which mass media have influenced social, economic, political, and cultural developments in the United States.

Recognize the role of advertising in journalism.

Analyze the significance of cultural diversity in the communication process.

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Competency 0003

Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism.

The following topics are examples of content that may be covered under this competency.

Examine ways in which the First Amendment and key laws and legal decisions affect the rights and responsibilities of the press.

Apply knowledge of key concepts related to press restrictions (e.g., slander, libel, protection of sources, invasion of privacy, copyright).

Analyze ethical issues in journalism (e.g., bias, propaganda, plagiarism, computer distortion of visual images).

Demonstrate an understanding of the responsibilities of journalists to their audience.

SUBAREA II—WRITTEN COMMUNICATION IN JOURNALISM

Competency 0004

Understand principles of newsworthiness and criteria for evaluating news stories.

The following topics are examples of content that may be covered under this competency.

Examine news stories in relation to specified characteristics (e.g., timeliness, consequence, human interest).

Apply criteria for evaluating the quality and appropriateness of news stories and mass media messages.

Demonstrate knowledge of strategies for identifying relevant issues and events to cover (e.g., analyzing a publication's purpose and the interests and needs of one's readership).

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Competency 0005

Understand journalistic procedures for preparing to write.

The following topics are examples of content that may be covered under this competency.

Identify resources for conducting research and gathering information (e.g., through computer technology, observation) for specified purposes.

Examine techniques for interviewing and on-the-scene reporting.

Apply criteria (e.g., objectivity, authoritativeness) for selecting information sources and evaluating information obtained from different sources.

Demonstrate knowledge of strategies for providing coverage that is appropriate with regard to medium, message, and audience.

Competency 0006

Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of organizational principles used in journalistic writing (e.g., inverted pyramid, lead-body-conclusion format).

Apply skills and procedures for journalistic writing (e.g., selecting a format, determining a story focus, using quotes and visual material).

Apply principles for writing leads, headlines, and captions.

Examine types and characteristics of journalistic formats (e.g., news, feature, editorial, review).

Competency 0007

Understand editing procedures and how to use these procedures to prepare effective journalistic products.

The following topics are examples of content that may be covered under this competency.

Apply principles of editing for accuracy, content, style, grammar, usage, and space.

Demonstrate familiarity with and apply knowledge of Associated Press style.

Apply editing skills in the context of various journalistic formats.

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**SUBAREA III— VISUAL COMMUNICATION IN JOURNALISM AND RADIO AND
TELEVISION BROADCASTING**

Competency 0008

Understand principles and procedures of photojournalism.

The following topics are examples of content that may be covered under this competency.

Recognize the role of photography in journalistic communication.

Demonstrate knowledge of procedures for planning and creating effective photographs (e.g., with regard to selecting film, using manual camera controls, applying basic composition techniques, lighting, cropping and scaling photographs).

Apply techniques for using photographic equipment, processing photographic images, and scanning and enhancing photographs.

Competency 0009

Understand the effective use of visual elements in a publication.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of how to select photographs and other visual elements to meet a publication's needs.

Apply basic aesthetic principles (e.g., balance, focal point, center of visual interest) to visual elements in journalistic products.

Evaluate the journalistic value of photographs and other visual elements with regard to content, composition, and technical qualities.

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Competency 0010

Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of characteristic features of the design of newspaper pages (e.g., front, editorial, sports, feature).

Recognize key elements in the design of literary magazines, yearbook sections (e.g., clubs, student life), and advertisements.

Apply techniques for developing visual presentations that reinforce and enhance written messages (e.g., through typography, incorporation of photographs and graphics).

Competency 0011

Understand characteristics, news writing techniques, and technical aspects of broadcast journalism.

The following topics are examples of content that may be covered under this competency.

Identify ways in which nonprint journalism differs from print journalism.

Analyze special issues and considerations related to news coverage and news writing in the nonprint media (e.g., time constraints, regulatory issues).

Apply strategies for determining the content of news broadcasts and presenting information for broadcasts.

Demonstrate knowledge of how to write effective news, editorials, and commentaries for radio and television.

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SUBAREA IV—PRODUCTION AND MANAGEMENT OF STUDENT PUBLICATIONS

Competency 0012

Understand how to plan and manage the budget for student publications.

The following topics are examples of content that may be covered under this competency.

Apply techniques for estimating costs, making purchasing decisions, and preparing and evaluating bid specifications.

Examine considerations related to outside vendors and student personnel.

Demonstrate knowledge of expenses for student publications.

Apply procedures for managing budgets.

Competency 0013

Understand the financing and marketing of student publications.

The following topics are examples of content that may be covered under this competency.

Recognize sources of revenue for student publications.

Apply techniques for selling advertising space in student publications.

Use marketing techniques to maximize sales of student publications.

Competency 0014

Understand how to work with student personnel on student publications.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of staffing considerations and procedures for student newspapers and yearbooks.

Recognize the responsibilities of students working on school newspapers and yearbook projects and how to use journalistic activities to develop students' interests, skills, and career development.

Apply strategies for supervising student personnel on journalistic projects and using varied professional resources to enhance teaching and learning.

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Competency 0015

Understand the management and governance of student publications.

The following topics are examples of content that may be covered under this competency.

Apply sound practices in areas such as record keeping and file security.

Apply procedures for planning and scheduling student publications (e.g., time management, deadlines).

Examine legal issues related to student publications.

Analyze relations between the advisor, other faculty members, the administration, and the community in situations involving student publications.

Apply procedures for establishing and communicating editorial policies.

Competency 0016

Understand the role of technology in the development and production of student publications.

The following topics are examples of content that may be covered under this competency.

Recognize types and characteristics of computer technology used in student publications.

Apply knowledge of procedures for using Internet resources to prepare journalistic products.

Understand the uses of computer technology in relation to the production and organization of student newspapers and yearbooks.

Demonstrate knowledge of desktop publishing techniques and traditional printing processes, including costs and materials.