

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

OKLAHOMA SUBJECT AREA TESTS™ (OSAT™)

FIELD 137: JOURNALISM

TEST FRAMEWORK

December 2017

Subarea	Range of Competencies
I. Journalism Skills and Processes	0001–0004
II. Foundations of Journalism	0005–0008
III. Advising, Instruction, and Assessment	0009–0013
IV. Pedagogical Content Knowledge	0014

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OKLAHOMA SUBJECT AREA TESTS™ (OSAT™)

FIELD 137: JOURNALISM

TEST FRAMEWORK

- I. Journalism Skills and Processes
- II. Foundations of Journalism
- III. Advising, Instruction, and Assessment
- IV. Pedagogical Content Knowledge

SUBAREA I—JOURNALISM SKILLS AND PROCESSES

Competency 0001

Apply knowledge of forms, functions, and principles of journalism.

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

- Apply knowledge of characteristics, advantages, limitations, and issues associated with different types of journalistic media (e.g., print, broadcast, digital, radio, news feeds).
- Analyze the forms and functions of different types of journalistic writing, such as feature stories, news stories, sports articles, news analyses, investigative articles, commentaries, opinions, and editorials.
- Analyze the relationship between journalistic media and audiences, including journalists' responsibilities to audiences.
- Apply knowledge of principles of journalism, such as accuracy, impartiality, balance, fairness, brevity, clarity, and focus.
- Demonstrate knowledge of news values that determine content and hierarchy of information in a journalistic product (e.g., impact, proximity, timeliness, prominence, uniqueness).
- Demonstrate knowledge of strategies for providing news coverage that is appropriate with regard to medium, message, and audience.
- Analyze information in news stories in relation to specified characteristics (e.g., timeliness, consequence, human interest).
- Apply appropriate criteria for evaluating the quality and appropriateness of news stories and other journalistic media.

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Competency 0002

Apply knowledge of a wide variety of information sources and skills, criteria, and methods for gathering and evaluating information.

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

- Apply knowledge of skills and techniques for researching and evaluating news and information for specific purposes.
- Demonstrate knowledge of strategies for identifying relevant issues and events for media stories (e.g., analyzing the interests and needs of the audience).
- Analyze the importance and benefits of gathering and using multiple sources and diverse perspectives for news stories.
- Apply knowledge of skills, criteria, and techniques for selecting and evaluating the credibility, reliability, and accuracy of primary and secondary sources.
- Describe effective skills, criteria, and methods for gathering and evaluating information through polls, surveys, social media, databases, government records, and other sources.
- Demonstrate knowledge of the characteristics and functions of news beats, news bureaus, press releases and conferences, and public relations activities.
- Apply knowledge of guidelines and techniques for interviews (e.g., ethical considerations; recognizing a speaker's attitude, tone, and potential bias).
- Apply knowledge of methods of organizing, selecting, recording, and synthesizing information from multiple sources.
- Analyze the importance of, and principles and strategies for, avoiding plagiarism through appropriate paraphrasing, citing of sources, and seeking of copyright permissions.

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Competency 0003

Apply knowledge of 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 approaches to generating ideas, identifying issues and events of interest to specific audiences, and refining research topics.
- Analyze similarities and differences between journalistic writing for various forms of media (e.g., television, radio, magazine, newspaper, digital publication) and between different journalistic formats (e.g., news, feature, editorial).
- Analyze issues and considerations related to news writing and coverage in nonprint media (e.g., time constraints, regulatory issues).
- Apply knowledge of skills and procedures for journalistic writing (e.g., selecting a format, determining a story's focus, using quotes and visual material).
- Apply knowledge of processes, techniques, and skills for drafting journalistic writing, including the effective and appropriate use of language, rhetorical devices, style, angle, and tone for specific audiences and purposes.
- Demonstrate knowledge of methods of story organization in journalistic writing (e.g., inverted pyramid, lead-body-conclusion format, narrative, problem and solution, cause and effect).
- Apply knowledge of principles and techniques for creating effective leads, transitions, supporting points, conclusions, headlines, and captions.

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Competency 0004

Apply knowledge of processes and conventions of revising and editing journalistic writing for a variety of media.

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

- Apply knowledge of principles, techniques, and skills for revising journalistic writing, including the effective and appropriate use of language, rhetorical devices, style, angle, and tone for specific audiences and purposes.
- Apply principles and procedures of editing for accuracy, sense, content, space, and other criteria in the context of various journalistic formats.
- Apply knowledge of methods of copyediting and proofreading for accuracy, grammar, usage, style, and consistency.
- Demonstrate knowledge of the accurate use of quotations and paraphrases and proper attribution.
- Apply knowledge of conventions of standard journalistic language, format, and style and the importance of matching language use, angle, and style with the intended audience.
- Demonstrate knowledge of conventions of English grammar, spelling, capitalization, punctuation, and usage.
- Apply knowledge of Associated Press style and guidelines for use in journalistic writing.

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SUBAREA II—FOUNDATIONS OF JOURNALISM

Competency 0005

Apply knowledge of the evolution of U.S. journalism and the role of a free and independent press in a democratic society.

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

- Apply knowledge of significant individuals, events, historic and global trends, and issues in journalism in the United States.
- Demonstrate knowledge of the history and growth of a free and independent press in the United States, including the impact of the First Amendment on freedom of speech.
- Analyze ways in which journalism and the press have influenced and shaped aspects of political, social, and cultural life in the United States.
- Analyze the influence of technology on news events, story and news coverage, media platforms, and the dissemination of information in the United States and around the world.
- Demonstrate knowledge of limitations on freedom of the press, including the media's self-imposed limitations.
- Analyze the influences of media convergence on journalism and media consumers and audiences.
- Analyze the important and integral role of journalism in representative democracies and other governmental structures in a global society.

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Competency 0006

Apply knowledge of the rights and responsibilities of journalists and legal and ethical standards related to journalism and media content.

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

- Demonstrate knowledge of the rights of journalists and responsibilities of the press to maintain accuracy, balance, fairness, objectivity, and truthfulness.
- Examine ways in which the First Amendment, the Bill of Rights, and state laws influence the rights and responsibilities of the press.
- Analyze the impact of communication law and significant Supreme Court decisions on journalism.
- Apply knowledge of ethical principles and guidelines and professional codes of ethics that support responsible journalism.
- Demonstrate knowledge of legal guidelines and issues that affect journalism, including privacy, protection of sources, obscenity, censorship, copyright, libel, prior restraint, and use of social media.
- Analyze ethical issues in journalism (e.g., bias, propaganda, plagiarism, digital manipulation of visual images).

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Competency 0007

Apply knowledge of the functions, limitations, and influences of mass media in society and skills and criteria for analyzing and evaluating media content.

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

- Apply knowledge of the concept of mass media as well as the characteristics, functions, and influences of different types of mass media (e.g., print, broadcast, podcast, digital, electronic, social, streaming).
- Demonstrate knowledge of the history and evolution of mass media as well as the roles, functions, and limitations of mass media in society.
- Analyze ways in which mass media influence and shape public opinion, attitudes, and behaviors.
- Analyze ways in which mass media have influenced social, economic, political, and cultural developments.
- Distinguish among mass media that are designed to inform, persuade, or entertain.
- Analyze the roles and influences of business, politics, social forces, and advertising and marketing in mass media.
- Apply knowledge of skills and criteria for analyzing and evaluating mass media messages and images.
- Apply knowledge of skills and criteria for analyzing and evaluating the accuracy, credibility, and effectiveness of information in media.

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Competency 0008

Apply knowledge of principles, elements, tools, and techniques of media design and production.

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

- Demonstrate knowledge of principles and elements of design (e.g., unity, variety, balance, proportion, emphasis, multiple points of entry, packaging) and how to use these principles and elements to develop effective and aesthetically pleasing journalistic products.
- Identify characteristics and functions of visual elements in media.
- Apply knowledge of tools and techniques for planning, selecting, and creating art and graphics for media.
- Identify principles and elements of photojournalism and photocomposition.
- Apply knowledge of tools and techniques for taking, selecting, and editing photographs to meet journalistic needs and enhance storytelling.
- Analyze the value and uses of design and editing tools as well as text, infographics, artwork, and audio and video elements to emphasize the range of possibilities in storytelling.
- Apply knowledge of the characteristics and uses of a variety of media formats and platforms, including multimedia productions; digital, print, broadcast, video sharing, audio sharing, and interactive media; social networks; mobile applications; multiplatform designs; and other evolving communication technologies.
- Identify principles, skills, and processes for planning, creating, and producing multimedia products effectively for presentation in a converged environment and for promoting students' ability to produce media for multiple outlets and platforms.

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SUBAREA III—ADVISING, INSTRUCTION, AND ASSESSMENT

Competency 0009

Apply knowledge of learning theories, curriculum approaches, and classroom environments that promote all students' learning and skill development.

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

- Demonstrate knowledge of learning theories and the influence of students' diverse backgrounds, interests, abilities, and expectations on the way students learn and use media and communication tools.
- Identify principles and benefits of journalistic diversity (e.g., greater accuracy in coverage, broader audiences) and strategies for encouraging diversity in journalism planning and instruction.
- Apply knowledge of journalism program and curriculum approaches and characteristics that promote students' continuous learning (e.g., process oriented, product based, integrated).
- Apply knowledge of how to use state and national journalism standards and programs to help guide and design journalism instruction and assessment.
- Identify effective classroom management practices and classroom environments that promote students' active participation in learning, respect for individual differences, and enhanced communication and journalism skills.
- Recognize principles and techniques for creating and sustaining an inclusive and supportive learning environment for students with a range of backgrounds, abilities, learning styles, and language proficiencies.
- Apply knowledge of effective communication approaches and practices for promoting students' journalism knowledge and skills (e.g., group discussion to stimulate curiosity or promote problem solving, questioning to assess student understanding or help students articulate ideas processes, conferencing to work with individual students).
- Demonstrate knowledge of how to plan and implement journalism activities and lessons that accommodate students with different learning needs and experiences and demonstrate value in the abilities and contributions of all students.

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Competency 0010

Apply knowledge of forms and functions of different types of student media and roles and responsibilities of a journalism adviser.

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

- Demonstrate knowledge of the forms, functions, and characteristic features of different types of student media (e.g., student newspapers, yearbooks).
- Describe effective criteria, principles, and methods of establishing and communicating editorial and publication policies for student media.
- Apply knowledge of legal and ethical guidelines and practices related to scholastic journalism and student expression (e.g., limits of First Amendment rights on student expression).
- Apply knowledge of strategies and organizational tools that promote students' planning, time-management, production, conflict-management, leadership, and collaboration skills.
- Identify skills and techniques for critiquing student media and providing editorial feedback.
- Apply knowledge of how to use various forms of technology as teaching and production tools in student media classes.
- Demonstrate knowledge of the journalism adviser's rights and responsibilities in relation to student-produced media.
- Identify strategies for maintaining the integrity of student media while developing and sustaining relationships with administrators, the school community, student press organizations, and colleagues.

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Competency 0011

Apply knowledge of the management of student staff and media.

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

- Apply knowledge of criteria, considerations, and procedures related to the selection, training, supervision, and motivation of a qualified student staff for school media.
- Demonstrate knowledge of the responsibilities of students working on school media projects and how to use journalistic activities to develop students' interests and skills.
- Apply knowledge of strategies for planning and scheduling student media (e.g., time-management strategies, establishing interim deadlines).
- Identify principles and procedures for the financial and business management of student media (e.g., sources of revenue for student media, working with vendors).
- Demonstrate knowledge of criteria, guidelines, and procedures for planning and managing budgets to support student media (e.g., anticipating expenses, estimating costs, making purchasing decisions).
- Apply knowledge of considerations and techniques for selling advertising in student media.
- Apply knowledge of marketing principles and procedures for maximizing sales of student media.
- Describe principles and techniques for establishing and communicating advertising and marketing policies to student media staff.

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Competency 0012

Apply knowledge of content-specific journalism instruction and assessment.

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

- Demonstrate knowledge of the influence of students' diverse backgrounds, interests, and expectations on students' communication skills and use of media and how to plan journalism instruction that accommodates students with various learning needs and experiences.
- Apply knowledge of how to design meaningful learning experiences and develop and select appropriate materials and activities to enhance students' journalism skills.
- Apply knowledge of strategies for developing students' skills in planning, designing, and producing print and digital media products, including brainstorming, questioning, reporting, gathering and synthesizing information, and writing and editing.
- Demonstrate knowledge of principles, techniques, and resources for fostering students' problem-solving and critical-thinking skills (e.g., through the analysis, evaluation, and critiquing of media).
- Apply knowledge of strategies for fostering students' communication and media literacy skills, including visual communication skills and information literacy skills.
- Distinguish among the characteristics, advantages, and limitations of a variety of assessment strategies and tools for evaluating students' reading, writing, speaking, listening, viewing, designing, and technology skills.
- Apply knowledge of how to provide ongoing constructive feedback to students and guide students in assessing their own work and progress (e.g., through creation of career portfolios).
- Analyze the use of various types of assessment strategies and tools (e.g., rubrics, portfolios, projects, constructed response items) to evaluate and promote student learning and to revise instruction.
- Apply knowledge of how to interpret assessments of students' skills and abilities and report assessment results to students, families, and administrators.

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Competency 0013

Apply knowledge of the importance of professional development, practice, affiliation, and reflection for journalism teachers.

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

- Demonstrate knowledge of state and national journalism organizations and academic, teaching, and scholastic journalism standards and competencies for journalism education.
- Demonstrate knowledge of the value and importance of professional development opportunities (e.g., conferences, workshops, graduate education classes, media industry interaction).
- Apply knowledge of the importance of and strategies for teacher collaboration and cross-disciplinary cooperation.
- Demonstrate knowledge of techniques and opportunities for modeling storytelling, writing, designing, packaging, and creating art, audio, and video components for journalism and multimedia products.
- Apply knowledge of strategies for making effective use of existing and emerging communication technologies and digital tools and resources in support of student learning.
- Describe principles, processes, activities, and resources for fostering students' preparation for careers in journalism and related fields.
- Identify how to create opportunities for students and journalism programs, including how students and programs can benefit from professional and scholastic association affiliations and critiques.
- Describe ways in which to reflect on journalism teaching practices in order to promote professional growth and learning, to improve instruction, and to collaborate more effectively with students, parents/guardians, and colleagues and other professionals.
- Apply knowledge of professional media and research relevant to journalism instruction and how to conduct classroom research to improve teaching practice.

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SUBAREA IV—PEDAGOGICAL CONTENT KNOWLEDGE

Competency 0014

Analyze lesson plans and instructional content and activities for journalism education, including student work and assessment data, and describe how to use this analysis to inform subsequent instruction.

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

- Apply knowledge of meaningful, skill-based learning goals and outcomes for students.
- Explain how specific instructional strategies, activities, and projects promote student learning and application of journalism education knowledge and skills.
- Analyze samples of student work or assessment results for evidence of student learning and skill development in a journalism education class.
- Describe how samples of student work or assessment data can be effectively used to inform future journalism education instruction.