New Program Rule 24 Matrix

**Revised Program Table of Alignment of Standards and Assessments**

**Name of Institution:**

**Date Submitted:**

Endorsement: **JOURNALISM AND MEDIA EDUCATION** Grade Levels: **7-12**

Total Hours Required by Rule 24: **18 Program Hours Required by Institution:** Endorsement Type: **SUPPLEMENTAL**

| **Place an X in the box corresponding to the course that meets the following requirements:** | | **List the courses the institution requires to meet Rule 24 requirements, associated Guidelines, and program hours required by the institution for this endorsement in the first row: (If more than 35 courses please fill out additional sheets)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| **D Certification Endorsement Requirements:** This endorsement requires a minimum of **18 semester hours** in journalism and digital literacies, including an approved field experience. | **EXAMPLE: CHEM 101 or 102 3 CR** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Candidates demonstrate knowledge of journalism and media principles and history. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates understand the history and evolution of media as well as the functions, limitations and influences of media in society. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates demonstrate knowledge of legal and ethical issues as they apply to scholastic media, including first Amendment-related rights and responsibilities. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates understand the value of news for today’s media consumers. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Candidates demonstrate knowledge of communication theory and practice in the context of journalism and media production. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates demonstrate understanding of the writing process as it relates to journalism to include brainstorming, questioning, reporting, gathering and synthesizing information, writing, editing, and evaluating the final multimedia product. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates promote students’ understanding of audience and the importance of matching language use, angle, and style with the writer’s intended audience. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates demonstrate skill in a variety of forms of journalistic writing, including news, features, opinion and their appropriate style. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates understand the value of using audio, video, and still photography to tell stories in compelling ways and package multimedia products effectively using various forms of journalistic design and methods. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Candidates demonstrate knowledge of theories of learning and human behavior, and the impact of students’ individual differences, identities, and experiences on their learning and on their perceptions of the world. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates understand the interrelationship and concurrent development of various communication skills. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates understand the conditions that enhance the development of life-long learning. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates understand the influence of students’ backgrounds, attitude, interests and expectations on their communication skills, on the ways they learn, and on the ways they use media and communicate. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates plan instruction and assessment that accommodates a wide range of learners with different learning needs and experiences, create environments that support respectful approaches to individual differences, and encourage publication staff diversity. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Candidates create classrooms that encourage student engagement, autonomy, and collaboration. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates create media-rich atmospheres for students to learn both collaboratively and individually. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates use questioning to show understanding, help students articulate their ideas and thinking processes, promote risk-taking and problem-solving, facilitate recall of information, encourage thinking, stimulate curiosity and help students to question on their own. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates employ discussion and conferencing for a variety of purposes to suit the needs of students. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates emphasize the effective use of research in a mass media setting and help students understand their unique role as disseminators of information and their rights as journalists and media consumers. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Candidates plan instruction and design assessments that promote learning for all students. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates understand key principles of journalism curriculum development, instruction, and assessment. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates design a journalism curriculum that is student-centered and covers multiple facets of journalistic storytelling and visual communication to help frame journalism as a unique discipline and profession. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates select appropriate textbooks and teaching materials for classroom use and implement a variety of effective instructional strategies to help students become active scholastic journalists. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates use appropriate professional and scholastic media legal and ethical policies and practices and ensure that students understand media’s role in a democracy and their part in its preservation. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Candidates employ classroom and publication staff organizational models that encourage student engagement, creativity, and responsibility. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates structure course and publication experiences that emphasize process over product and help students understand their roles as informational gatekeepers in school-based media, and their rights and responsibilities as journalists. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates employ a variety of effective instructional strategies in student media production that help students become scholastic journalists, provide leadership training, and offer lessons in fiscal responsibility, conflict resolution and time management. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates organize course and publication staff operating principles that are in accordance with law and ethics as they relate to scholastic media, encourage students to take creative risks, and establish production schedules that approximate the practices of professional journalists. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates provide students with opportunities to use technology (including computers, mobile media devices, cameras, the Internet, etc.) as production tools; use text, graphics, photography, radio, television, and new media to emphasize a range of story-telling possibilities; and use creative approaches to information design and packaging for student media. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Candidates employ current, research-based methods of assessing student learning. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates employ multiple assessment strategies for reading, writing, speaking, listening, viewing, and designing products. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates decide the appropriate time to use each type of assessment, how to interpret assessment results, how to use those results to promote student learning, and how to convey assessment data to students, parents, and administrators. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates respond effectively and constructively on an ongoing basis to students’ work. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1. Candidates help students learn to assess their own growth through creation of career portfolios of their work, publications, photography, and new media. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |