### Standards for Oral Competency

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<th>STANDARD</th>
<th>CORRELATING PAGES</th>
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| **JI.1** Demonstrate speaking, listening, and research skills which will facilitate interviewing and other oral communication activities. | Instruction:  
- Evaluating Sources pg. 238–249  
- Chapter 9, Interviews and Attributions pg. 256–281  
Application:  
- Application #2, pg. 250  
- Recall #1–10 pg. 282  
- Application #1 pg. 282  
- Your Turn pg. 270–271  
- Journalism Style, Direct Quotations: Using What Your Sources Tell You pg. 183  
- Writers’ Workshop 1:1 and 1:2 pg. 30–31 |
| **JI.2** Demonstrate appropriate language skills, demeanor, and attire to cultivate success and good public relations. | Instruction:  
- What You Owe Your Audience pg. 96–103  
- What You Do and Do Not Owe Your Subjects and Sources pg. 103–112  
- What You Do and Do Not Owe Your Advertisers pg. 113–114  
- Conducting the Interview pg. 267–269  
- Make the Visit pg. 532–534  
- Five Things to Do When They Say No pg. 539  
Application:  
- Your Turn pg. 534  
- Application #2 pg. 560  
- Journalism Style, How to Proofread pg. 87  
- Writers’ Workshop 1:1 and 1:2 pg. 30–31  
- Writers’ Workshop 12.1 and 12.2 pg. 384–385 |
| **JI.3** Demonstrate appropriate interviewing techniques. | Instruction:  
- Interviews pg. 26–27  
- Interviews pg. 256–274  
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Application:  
- Recall #1–10 pg. 282  
- Application #1 pg. 282  
- Your Turn pg. 270–271 |
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<th>JI.4</th>
<th>Apply terms and expressions common to the industry to speaking, listening, and writing.</th>
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<td><strong>Instruction:</strong>&lt;br&gt;• What is Different About Journalism? pg. 8–15&lt;br&gt;• News Values pg. 34–44&lt;br&gt;• Descriptive Headlines pg. 204–207&lt;br&gt;• Handling Quotations pg. 275–281&lt;br&gt;• Avoiding Clichés pg. 410&lt;br&gt;<strong>Application:</strong>&lt;br&gt;• Journalism Style, Stylebooks pg. 29&lt;br&gt;• Critical Thinking #5 pg. 56&lt;br&gt;• Journalism Style, How to Proofread pg. 87&lt;br&gt;• Writers’ Workshop 3.1 and 3.2 pgs. 88–89&lt;br&gt;• Your Turn pg. 105–106&lt;br&gt;• Writers’ Workshop 13.1 pg. 414–415</td>
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<td>JI.5</td>
<td>Apply legal and ethical journalistic standards to all journalism activities.</td>
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<td><strong>Instruction:</strong>&lt;br&gt;• The First Amendment and Journalists pg. 64–72&lt;br&gt;• Shield Laws pg. 73&lt;br&gt;• Traditional Privileges pg. 74–75&lt;br&gt;• Freedom of Information Act—Everyone’s Right pg. 75–76&lt;br&gt;• Laws that Limit Rights and Privileges pg. 76–85&lt;br&gt;• Media Ethics pg. 92–117&lt;br&gt;<strong>Application:</strong>&lt;br&gt;• Your Turn pg. 81&lt;br&gt;• Critical Thinking #1–7 pg. 86&lt;br&gt;• Application #1–5 pg. 86&lt;br&gt;• Your Turn pg. 105–106&lt;br&gt;• Your Turn pg. 112&lt;br&gt;• Your Turn pg. 115–116&lt;br&gt;• Critical Thinking #1–2 pg. 118&lt;br&gt;• Application #1–4 pg. 118</td>
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<td>JI.6</td>
<td>Demonstrate appropriate language usage skills and research techniques.</td>
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<td><strong>Instruction:</strong>&lt;br&gt;• Preliminary Research pg. 227–228&lt;br&gt;• Deeper Research pg. 230–238&lt;br&gt;• Evaluating Sources pg. 238–249&lt;br&gt;• Handling Quotations pg. 275–281&lt;br&gt;<strong>Application:</strong>&lt;br&gt;• Your Turn pg. 230&lt;br&gt;• Your Turn pg. 235–236&lt;br&gt;• Your Turn pg. 246–247&lt;br&gt;• Application #1-2 pg. 250&lt;br&gt;• Writers’ Workshop 9.1 and 9.2 pg. 284–285</td>
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| JI.7 | Demonstrate appropriate journalistic writing style for various media. | Instruction:  
- Introduction pg. 34  
- How Long Should a Lead Be? pg. 137–141  
- Headlines pg. 189–212  
- Encourage Comments and Discussions in the News pg. 428–429  
Application:  
- Journalism Style, Stylebooks pg. 29  
- Recall #2, 4, 7, 12 pg. 442  
- Critical Thinking #1, 5 pg. 442 |
| JI.8 | Recognize the difference between fact and opinion and its appropriate use in media production. | Instruction:  
- Sidebars pg. 292  
- Save Subjective Writing for Reviews pg. 295  
- Introduction pg. 288–289  
- Columns pg. 368–374  
- The Staff Editorial pg. 355–362  
- Signed Opinion pieces pg. 362–368  
- Ethics pg. 393–394  
- Objective Point of View pg. 438  
- Developing Story Packages for the Web pg. 516–517  
Application:  
- Your Turn pg. 356  
- Your Turn pg. 376  
- Critical Thinking #4, 5 pg. 382  
- Application #1, 2, 3 pg. 382  
- Writers’ Workshop 1.1 and 1.2 pg. 30–31  
- Critical Thinking #2 pg. 412  
- Critical Thinking #4 pg. 442 |
| JI.9 | Use computers (if available) to compose, edit, and revise work for publication. | Instruction:  
- Editing Like a Pro, pg. 513  
- Photojournalism pg. 487–514  
- Developing Story Packages for the Web pg. 516–517  
Application:  
- Application #5 pg. 442  
- Critical Thinking #4 pg. 518 |
| JI.10 | Write for an intended (prescribed) audience, recognizing the importance of ethics in information gathering and reporting | Instruction:  
- Media Ethics pg. 92–117  
- The Audience: Who They Are, Why They Matter pg. 18–22  
- How Do You Learn About Your Audience? pg. 22–27  
Application:  
- Your Turn pg. 105–106 |
| JI.11 | Demonstrate editing and revision techniques to produce work suitable for publication/production. | Instruction:  
- Editing Like a Pro, pg. 513  
- Handling Quotations pg. 275–281  
Application:  
- Journalism Style, Stylebooks pg. 29  
- Journalism Style, Look It Up! pg. 57  
- Journalism Style, How to Proofread pg. 87  
- Journalism Style, Paraphrases pg. 221  
- Writers’ Workshop 9.1 and 9.2 pg. 284–285 |
| Standards for Visual Competency |
| JI.12 | Exhibit a working knowledge for roles and procedures of management and production of various media. | Instruction:  
- The Maestro Concept pg. 163  
- Collaboration pg. 228–230  
- Aiming for Smart Design pg. 451–459  
- Photojournalism pg. 487–497  
- Video Journalism pg. 497–514  
Application:  
- Your Turn pg. 179  
- Your Turn pg. 498  
- Application #3 pg. 480 |
| JI.13 | Demonstrate knowledge of business management including advertising, circulation, and/or bookkeeping procedures. | Instruction:  
- Selling Ads pg. 524–540  
Application:  
- Your Turn pg. 534  
- Application #1–2 pg. 560 |
| JI.14 | Understand and utilize standard principles of related areas to enhance visual appeal. | Instruction:  
- Smart and Pretty Design pg. 449–450  
- Planning Your Design pg. 450–451  
- Aiming for Smart Design pg. 451–459  
- Bringing the Design Concept to Life pg. 459–475  
- Executing the Design pg. 475–479  
- Photojournalism pg. 487–497  
- Video Journalism pg. 497–514  
- Designing Ads pg. 540–559  
Application:  
- Critical Thinking #3, 4, 5 pg. 480  
- Application #1–3 pg. 480  
- Critical Thinking #2, 4 pg. 518  
- Application #3–4 pg. 518  
- Application #3 pg. 560 |
| JI.15 | Create visual effects by utilizing graphic designs, either technologically generated (if available) or original work. | Instruction:  
- Smart and Pretty Design pg. 449–450  
- Planning Your Design pg. 450–451  
- Aiming for Smart Design pg. 451–459  
- Bringing the Design Concept to Life pg. 459–475  
- Executing the Design pg. 475–479  
Application:  
- Critical Thinking #3, 4, 5 pg. 480  
- Application #1–3 pg. 480  
- Critical Thinking #2, 4 pg. 518 |
| JI.16 | Demonstrate knowledge of layout and design procedures by incorporating consistency of style using a desktop publishing system (if available), traditional methods, or a combination of both techniques. | Instruction:  
- Smart and Pretty Design pg. 449–450  
- Planning Your Design pg. 450–451  
- Aiming for Smart Design pg. 451–459  
- Bringing the Design Concept to Life pg. 459–475  
- Executing the Design pg. 475–479  
Application:  
- Critical Thinking #3, 4, 5 pg. 480  
- Application #1–3 pg. 480  
- Critical Thinking #2, 4 pg. 518 |