CAREER PATHS

Journalism

Charles Moore - Jenny Dooley

Express Publishing

Career Paths

Journalism

Charles Moore - Jenny Dooley

Book 1

Express Publishing

Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Journalism	Webpage	beat, cover, current events, investigate, journalism, journalist, media, news, peg, press, report, story	Discussing interest
2	Publications and Outlets	Article	broadcast journalism, Internet, magazine, newspaper, outlet, print, publication, radio, television, website	Describing experience
3	Types of News	Schedule	angle, breaking, enterprise story, hard news, investigative, profile, real time, research, series, soft news, trend	Asking for information
4	Types of Newspapers	Encyclopedia article	broadsheet, circulation, daily, digitally, edition, national, newsletter, Sunday edition, syndication, tabloid, weekly	Reacting to good news
5	Roles at a Newspaper 1	Email	copy chief, editorial page editor, editor-in-chief, executive editor, features editor, graphics editor, managing editor, news editor, ombudsman, photo chief, publisher, sports editor	Making introductions
6	Roles at a Newspaper 2	Job postings	clerk, columnist, copy editor, designer, feature writer, freelance, news reporter, photographer, researcher, stringer	Expressing agreement
7	Newsroom Equipment	Memo	computer, copier, desk, email, laptop, newsroom, office, smartphone, tablet, word processor	Offering assistance
8	Sections of a Newspaper	Guide	arts, business, classifieds, corrections, entertainment, front page, local, op-ed, police blotter, real estate, sports	Discussing changes
9	Newspaper Layout 1	Textbook chapter	above the fold, banner, basement, below the fold, centerpiece, column, ears, flag, kicker, left rail, masthead, right rail, skybox, strip	Discussing options
10	Newspaper Layout 2	Email	cutline, entry point, jumpline, layout, pagination, photo caption, photo credit, pull quote, refer, white space	Giving a reminder
11	Newspaper Style	Textbook chapter	billboard, charticle, color, color screen, design, font, graphic, photo, sans serif, serif	Asking for an opinion
12	Content of an Article	Advice column	article, byline, column, five W's, headline, hook, interest, lead, lede, nut graph, quote, transition	Describing mixed results
13	Developing a Story	Note	background, bury the lead, connect, context, expose, inform, lay out, previous, recall, relevant, scene	Expressing confusion
14	Brites	Assignment	assignment, basic, brite, copy, dateline, detailed, inverted pyramid, paragraph, prioritize, title	Giving positive feedback
15	Writing an Article	Handbook excerpt	confirm, contact, correct, deadline, focus, outline, proofread, submit, summarize, support	Expressing concern

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Get ready!

1 **Before you read the passage, talk about these questions.**

1 What is the job of a journalist?

2 How do reporters investigate stories?

ACADEMIC DEPARTMENT | JOURNALISM | JRNL 101

LATEST ARTICLES

news

journalist   press

investigate

stories

media

DAILY NEWS

current events

JRNL101   **BU** Bullard University

Introduction to Journalism

Students will not only learn how to present the **news**, but also how to find their own **stories** and **investigate** the facts, just like real **journalists**.

Students will learn what a journalistic **peg** is and how to find one to write a great story.

The course will focus on local **current events**. Each student is assigned a **beat** on campus. For example, one student might **cover** the athletics department and another the arts. Students will submit weekly **reports** and follow guidelines, just like real members of the **press**. That means they must demonstrate honest and ethical reporting methods. Students will apply their skills to different branches of the **media**.

Reading

2 **Read the webpage. Then, choose the correct answers.**

1 What is the webpage mostly about?

 A former students of a journalism program

 B information about a journalism class

 C reasons to choose journalism as a major

 D the background of professors in the journalism department

2 What is each student assigned?

 A a beat on the university campus

 B an actual member of the press to interview

 C a particular branch of news media

 D another student to write reports with

3 What is NOT true about the course?

 A It focuses on local current events.

 B It requires students to find their own stories.

 C It helps students find jobs with local press agencies.

 D It covers many types of media.

Vocabulary

3 **Match the words (1-8) with the definitions (A-H).**

1 __ news   5 __ report

2 __ beat   6 __ media

3 __ peg   7 __ story

4 __ press   8 __ journalism

A the subject or location a reporter regularly focuses on

B the people who work for newspapers, magazines, and news networks

C the people or organizations that distribute the news

D the range of activities involved in presenting the news

E information about current events that is given to the public

F a subject appropriate for a news story

G a written or spoken account of an event or situation

H something described in the news

4 Read the sentences and choose the correct words or phrases.

1. The reporter had to **cover / investigate** the facts before reporting them.
2. The newspaper features stories about **current events / journalists** such as the recent war.
3. Without a **peg / report**, a journalist cannot write a good story.

5 🎧 Listen and read the webpage again. Why will students be asked to hand in weekly reports?

Listening

6 🎧 Listen to a conversation between an interviewer and an applicant. Mark the following statements as true (T) or false (F).

1. __ The woman worked a beat at her college paper.
2. __ Most journalism students choose to cover the sports beat.
3. __ The woman plans to investigate local politics.

7 🎧 Listen again and complete the conversation.

Interviewer: Have a seat, Ms. Larson. So, why are you interested in the journalism program?

Applicant: I'm very interested in current events. I read the news **1** _____ _____ .

Interviewer: That's good. Do you have any journalism **2** _____ ?

Applicant: A little. **3** _____ _____ the sports beat for my high school newspaper.

Interviewer: And you enjoyed that?

Applicant: Very much. **4** _____ , _____ want to do something more challenging.

Interviewer: **5** _____ _____ allows you to choose your own beat. Most students investigate local politics.

Applicant: That sounds great! I'd like **6** _____ _____ _____ , too.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Why are you interested in …?

I'm very interested in …

That sounds great!

Student A: You are an interviewer. Talk to Student B about:
- his or her interest in journalism
- his or her experience
- what your program offers

Student B: You are an applicant. Talk to Student A about your interest in journalism.

Writing

9 Use the conversation from Task 8 to fill out the application for a journalism program.

BU Bullard University

Journalism Program Application

Applicant Name: _____

Experience:

I was _____
_____
_____ .

Why are you interested in the program?

I want to learn _____
_____ .

5

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Book
2

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Magazines	Advice column	academic journal, consumer magazine, demographic, literary magazine, niche, query, solicitation, subscription, target audience, trade publication, variety	Expressing enthusiasm
2	Magazine Styles	Guidelines	active voice, connect with, feature, full circle, hold, long term, passive voice, tense, topic, vivid, voice	Asking for advice
3	Magazine Articles	Advice column	author guideline, brief, clip, craft, expertise, hobby, how-to, in-depth, instructional, technology	Wishing someone well
4	Advertising in Print	Webpage	advertisement, advertiser, classified ad, display ad, fee, full-page, glossy, insert, journalistic style, legals, profit, revenue, sale ad, sales	Offering assistance
5	Education	Webpage	bachelor's degree, broadcast fundamentals, concentration, elective, internship, j-school, master's degree, multimedia presentation, proficiency, web design	Asking for information
6	Newspaper Ethics	Textbook chapter	anonymous, credible, deliberately, ethics, fabricate, identity, integrity, mislead, omit, reveal, suspect, victim, yellow journalism	Expressing surprise
7	Tone	Note	appropriate, boring, capture sb's attention, informative, lighthearted, sensational, serious, take down a notch, tone	Giving an example
8	Editing and Revision	Email	abridge, add, additional, clarify, CQ, cut, edit, expand on, order, revise, spelling, structure	Providing feedback
9	Charts and Graphs	Memo	bar graph, chart, comparison, condense, draw, express, graph, line graph, pie chart, visualize	Explaining changes
10	Interviews 1	Email	follow-up, interview, land, not for attribution, notebook, off the record, off-limits, on the record, open-ended question, press, recorder, source, subject	Adding information
11	Interviews 2	Handbook chapter	balance, consent, direct, identify, manipulate, obtain, obtrusive, out of context, patient, rapport, side	Giving a warning
12	Citing Sources	Guide	attribute, cite, ellipsis, interpret, leak, misquote, paraphrase, partial, plagiarism, press release, quote, sic, spokesperson, unnamed	Expressing concern
13	Radio Stations	Job posting	call-in, DJ, headphones, intern, listener, mic, on location, producer, radio station, station manager, studio, tower	Describing goals
14	Broadcasting Technology	Article	affiliate, AM, digital audio, FM, format clock, music, on-air feature, programming, quality, radio format, satellite radio, static interference, station	Correcting someone politely
15	Radio Formats	Advice column	audition tape, diacritics, discuss, host, news radio, phonetics, play-by-play, politics, religion, sports talk, talk radio, traffic, voice, weather reporting	Stating an opinion

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Book 3

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	News Agencies	Encyclopedia article	Agence France-Presse, Al Jazeera, Associated Press, bulk, censorship, corporation, ITAR-TASS, news agency, newswire, pick up, redistribute, Reuters, wire service, Xinhua	Asking for an opinion
2	Television 1	Magazine article	24-hour, airwaves, broadcast news, broadcast television network, cable, commercial network, digital, educational network, local news, news cycle, reach, satellite	Listing order of events
3	Television 2	Report	break-in, debate, entertainment news, evening news, forecast, human interest story, morning show, newscast, pundit, sports report, update	Suggesting a solution
4	TV Careers	Webpage	anchor, correspondent, crew, meteorologist, newsreader, off camera, on-air, on camera, segment producer, teleprompter, television director, TV personality	Talking about goals
5	TV Equipment	Job postings	audio technician, character generator, graphics operator, live shot, lower third graphic, mixing console, news ticker, on-screen graphic, over-the-shoulder, production truck, remote broadcast, title-safe, video switcher, videographer	Expressing doubt
6	TV Pieces	To-do list	lead-in, narrate, package, piece, reader, sack, sound on tape, soundbite, tag, voiceover	Describing progress
7	TV Ethics	Column	allegation, camera angle, commentary, deceive, desensitize, hidden camera, lighting, loaded word, tease, undercover, unethical	Agreeing with an opinion
8	Ratings and Advertising	Report	air, attract, commercial, daypart, market, Nielsen ratings, prime time, ratings, scatter market, spot, sweeps, the overnight, upfront market, viewer	Giving good news
9	Challenges in Broadcast Journalism	Blog post	audio feed, break into, competition, complex, comprehend, live broadcast, persistent, relocate, salary, technical difficulty, think on one's feet, unscripted	Asking for clarification
10	Online Media 1	Article	aggregator, comment, consolidate, link, media conglomerate, meta tag, online, podcast, RSS feed, search engine, share, streaming, website	Remembering something
11	Online Media 2	Article	citizen journalist, crisis, debunk, depth, deter, erroneous, fund, journalistic standards, membership, nonprofit, paywall, social media, uncensored, verification, vet, viral	Expressing uncertainty
12	Online Advertising	Webpage	above the fold, banner, click, click tracking, click-through rate, commission, CPC, CPM, frequency capping, geotargeting, hit, impression, time on site	Expressing concern
13	Libel and Slander	Textbook chapter	alleged, damage, defame, false, imply, insinuate, lawsuit, libel, reputation, rumor, slander, sue	Defining a term
14	Bias	Textbook chapter	bias, fact, feeling, honesty, impartial, objectivity, opinion, personal, skew, slant, spin, support	Giving an example
15	Career Options and Outlook	Article	career, dedication, degree, emerging, opportunity, outlook, reference, résumé, skill, technology, traditional, uncertainty, upheaval, versatile	Asking for advice

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above the fold [ADV-U9] If a newspaper item is **above the fold**, it is located above the horizontal crease that is visible only after the newspaper is unfolded, and is preferred by advertisers and columnists.

angle [N-COUNT-U3] An **angle** is a particular approach or way of thinking about something.

article [N-COUNT-U12] An **article** is a story about a particular topic in a newspaper or other periodical.

arts [N-PLURAL-U8] **Arts** is a section of a newspaper that focuses on art, music, theater, books, and community events.

assignment [N-COUNT-U14] An **assignment** is an article that a journalist is required to complete.

background [N-COUNT-U13] The **background** is the foundation or history of a situation, and typically includes the circumstances in which the story developed.

banner [N-COUNT-U9] A **banner**, also called a flag, is an element of a newspaper with large printed letters spanning the length of a page, typically consisting of the name of the newspaper.

basement [N-COUNT-U9] The **basement** is a section at the bottom of a newspaper page that includes references, very brief stories, and other short items.

basic [ADJ-U14] If something is **basic**, it includes only the simplest, most important information.

beat [N-COUNT-U1] A **beat** is the subject or location a reporter regularly covers for his or her job.

below the fold [ADV-U9] If a newspaper item is **below the fold**, it is located below the horizontal crease that is visible only after the newspaper is unfolded.

billboard [N-COUNT-U11] A **billboard**, or charticle, is information that is presented with both regular text and a chart or other image, and is usually placed in a box over a color screen.

breaking [ADJ-U3] If news is **breaking**, it is related to an event that just occurred.

brite [N-COUNT-U14] A **brite** is a brief story that conveys its important details in very few words and is often humorous.

broadcast journalism [N-UNCOUNT-U2] **Broadcast journalism** is a type of journalism that is distributed through radio or television.

broadsheet [N-COUNT-U4] A **broadsheet** is a type of newspaper with very large pages and is often folded in half horizontally as well as vertically.

bury the lead [PHRASE-U13] To **bury the lead** in a news story is to neglect to inform the reader immediately of the most important or interesting part of a story.

business [N-UNCOUNT-U8] **Business** is a section of a newspaper that focuses on financial and economic news.

byline [N-COUNT-U12] A **byline** is a line of text indicating an author's name and title and usually appears at the beginning of an article.

centerpiece [N-COUNT-U9] A **centerpiece** is an element of a newspaper that provides a point of focus for a page and includes a picture and accompanying story.

charticle [N-COUNT-U11] A **charticle**, or billboard, is information that is presented with both regular text and a chart or other image, and is usually placed in a box over a color screen.

circulation [N-COUNT-U4] The **circulation** is the number of copies of a publication that are sold or distributed over a particular period of time.

classifieds [N-PLURAL-U8] The **classifieds** are a section of a newspaper where jobs, items for sale, and other personal advertisements are printed.

clerk [N-COUNT-U6] A **clerk** is a person who handles the business records and documents at a newspaper.

color [N-UNCOUNT-U11] If something is in **color** it has multiple hues rather than just black and white.

color screen [N-COUNT-U11] A **color screen** is a block of color on a page that is light enough so that text can be clearly seen on top of it.

column [N-COUNT-U12] A **column** is one in a series of articles that appear regularly in a newspaper and are usually written by the same person with a particular theme or topic.

column [N-COUNT-U9] A **column** is a vertical division on a page that contains a continuous section of text and may be one of several columns on a page.

columnist [N-COUNT-U6] A **columnist** is a person who regularly writes pieces for a newspaper and may contribute articles or opinions.

computer [N-COUNT-U7] A **computer** is a machine that stores and processes data.

confirm [V-T-U15] To **confirm** something is to ensure that it is accurate or true.

connect [V-T-U13] To **connect** multiple things is to join them together.

contact [N-COUNT-U15] A **contact** is an acquaintance who may be useful to someone, such as a person who can provide information about a story to a journalist.

context [N-COUNT-U13] **Context** is the network or system of events in which something exists.

copier [N-COUNT-U7] A **copier** is a machine that duplicates images or documents.

copy [N-UNCOUNT-U14] **Copy** is the printed text of an article.

copy chief [N-COUNT-U5] A **copy chief** is the head of the department responsible for editing the text of a newspaper for errors in style, grammar, and punctuation.

copy editor [N-COUNT-U6] A **copy editor** is a person who edits the text of a newspaper for errors in style, grammar, and punctuation.

correct [ADJ-U15] If something is **correct**, it agrees with the facts and has no errors or mistakes.

corrections [N-PLURAL-U8] **Corrections** is a section of a newspaper where the editor acknowledges and corrects mistakes in previous issues of the newspaper.

cover [V-T-U1] To **cover** a story is to report it or provide information about the subject.

current events [N-PLURAL-U1] **Current events** are significant events that happened recently or are continuing to happen, and are of interest to a particular group or community.

cutline [N-COUNT-U10] A **cutline**, or photo caption, is text placed near a photo describing its content.

daily [ADJ-U4] If something is **daily**, it occurs every day or almost every day.

dateline [N-COUNT-U14] A **dateline** is a part of an article showing the date and location in which it occurred, and is typically located at the beginning of the article.

deadline [N-COUNT-U15] A **deadline** is the date and time a completed assignment must be submitted.

design [N-UNCOUNT-U11] **Design** is the process of planning the arrangement of something.

designer [N-COUNT-U6] A **designer** is a person who arranges the look and layout of something.

desk [N-COUNT-U7] A **desk** is a table that is used for work.

detailed [ADJ-U14] If something is **detailed**, it includes a lot of facts and specific information.

digitally [ADV-U4] If something is done **digitally**, it is done using technology and computing.

ears [N-PLURAL-U9] **Ears** are a type of skybox informing readers of what is included in a newspaper, typically located in each of the upper corners of the newspaper.

edition [N-COUNT-U4] An **edition** is one particular installment of a newspaper.

editorial page editor [N-COUNT-U5] An **editorial page editor** is the person responsible for the content of opinion pieces in a newspaper.

editor-in-chief [N-COUNT-U5] An **editor-in-chief**, or executive editor, is the person responsible for the overall operations and policies of a newspaper.

email [N-COUNT-U7] An **email** is a message that is sent with a computer over a network.

enterprise story [N-COUNT-U3] An **enterprise story** is a news story that covers a general idea or trend rather than immediate events and is usually considered soft news.

entertainment [N-UNCOUNT-U8] **Entertainment** is a section of a newspaper that focuses on movies, popular music, and the activities of celebrities.

entry point [N-COUNT-U10] An **entry point** is a textual or graphic introduction to an article that is intended to engage a reader.

executive editor [N-COUNT-U5] An **executive editor**, or editor-in-chief, is the person responsible for the overall operations and policies of a newspaper.