Journalism Strategies

Grade 9-12 Duration 2 class periods

Overview: Students will be asked to evaluate two news articles of their choice to compare and contrast strategies in journalism. Students will use zazna.com as a tool to illustrate their points. Students will need to create a Zazna account and post their information so other can students make further comparisons between the articles.

Objectives	- Choose two news articles from reputable sources. (Ex: New York Times, Washington Post, BBC News) - Identify and highlight specific strategies that journalists use to engage readers. - Identify similarities and differences between the two chosen articles. - Identify similarities and differences between the chosen articles and one article posted by another student.
Standards	This lesson plan addresses the following Indiana Academic Standards for English and Language Arts: **9.3.2**: Compare and contrast the presentation of a similar theme or topic across genres (different types of writing) to explain how the selection of genre shapes the theme or topic. **9.3.11**: Evaluate the aesthetic qualities of style, including the impact of diction and figurative language on tone, mood, and theme. **12.3.8**: Evaluate the clarity and consistency of political assumptions in a selection of literary works or essays on a topic.
Materials	1. Students must have home or library access to a computer with internet. 2. A textbook chapter, printed handout, or other reference that can assist students detail specific journalism strategies.
Procedures	1. The instructor will introduce the reference to the class. The instructor will explain that news companies use strategies to capture readers and maximize profits. Students will be shown different examples of these strategies. One article could show a web journalist that presents their information from least important to most important in an effort to keep readers on the page. Another article could be a newspaper journalist who exaggerates their headlines and presents the important information immediately. It should be explained to the students how these strategies capture and engage readers and that the purpose of engaging readers is to maximize advertising revenue. 2. The students will be asked to complete a homework assignment

before the next class. They will create a Zazna account and browse for news articles relevant to the assignment. Then, the students will choose two of the articles they found to post on Zazna. They will use Zazna to highlight the text that illustrates once of the journalism strategies they learned in class.

Assessment — After students have completed their research they will be asked to complete a two page response paper evaluating their research. The students should reference the text they highlighted in Zanza and explain why the highlighted text illustrates one of the journalism strategies. Also students should evaluate the articles posted by their fellow classmates, and include at least one article posted by another student in their evaluation. The students should compare and contrast all of the articles in their evaluation.

Evaluation
- **5 points:** The student created a Zazna account and successfully posted two different news articles from different sources.
- **5 points:** The student referenced specific Journalism strategies in their response paper and specifically explained why the highlighted text in the Zazna posting related to those strategies.
- **5 points:** The student made compared and contrasted the strategies between their two articles
- **5 points:** The student compared the strategies they illustrated with at least one article posted by another student.