

MICHIGAN TEST FOR TEACHER CERTIFICATION (MTTC)

TEST OBJECTIVES FIELD 003: JOURNALISM

Subarea	Approximate Percentage of Questions on Test
Mass Media and Communication	23%
Writing, Editing, and Reporting	33%
Graphics, Design, and Production of Media	22%
Student Press and Publications	22%

I. MASS MEDIA AND COMMUNICATION

001 Understand the history and evolution of mass media.

Includes significant people and events in mass media history; the history and evolution of print journalism and its contributions to U.S. society; major events in the development of television and radio broadcasting and the Web; and ways that electronic media, including the Internet, have changed journalism.

002 Understand the functions, limitations, and influence of media and journalists.

Includes the role of the press in this country and the role that news media plays in a democratic society; the journalist as gatekeeper in society; the journalist's role as reporter and as commentator on social issues; and the meaning of and limitations on freedom of the press, including the media's self-imposed limitations.

003 Analyze ethical issues and legal rights and responsibilities related to media.

Includes the application of the First Amendment to print and electronic media; the pursuit of truth and accuracy; issues related to censorship, libel, privacy, obscenity, and the protection of sources and the way these issues can influence journalistic decisions; laws and precedents concerning copyright and plagiarism; the effects of Supreme Court decisions related to scholastic journalism (e.g., *Tinker v. Des Moines*; *Hazelwood v. Kuhlmeier*); and issues related to bias, objectivity, persuasion, and propaganda.

004 Identify career opportunities in mass media.

Includes knowledge of the various occupations and positions available in media (e.g., advertising, broadcasting, photojournalism, graphics, and public relations); ways to help students identify the personal characteristics suited for careers in journalism or related fields; and the guidance of students in the creation of a career portfolio of their work.

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II. WRITING, EDITING, AND REPORTING

005 Understand forms of writing for print and broadcast journalism.

Includes characteristics and functions of straight news writing, feature writing, opinion writing, and news analysis; methods of story organization (e.g., inverted pyramid, chronological); and characteristics of various lead formats (e.g., summary, feature).

006 Understand techniques of writing for print and broadcast journalism.

Includes principles for creating headlines; the uses of accurate quotations, appropriate paraphrasing, and suitable attribution; the importance of using multiple sources; and ways in which language use, angle, and style are matched for an intended audience.

007 Apply elements of journalistic style and editing skills.

Includes copy editing for accuracy, content, and style; applying grammar, spelling, punctuation, usage, diction, and other language conventions correctly; and understanding how word processing technology can be used for editorial purposes (e.g., manipulating text, spell checking).

008 Understand the news values that influence media decisions.

Includes the media's responsibilities to audiences; audience characteristics and expectations; the importance of specific characteristics of a story (e.g., impact, proximity, timeliness, prominence, uniqueness) for establishing news value; the difference between hard news and soft news; methods for fostering students' development of critical-thinking skills; and methods for critiquing and evaluating media.

009 Understand research sources and technologies.

Includes recognizing and evaluating sources of news; understanding the functions of news bureaus, press releases and conferences, and public relations activities; locating, assessing, and summarizing information from a variety of sources; comparing, contrasting, and evaluating different texts; applying techniques of on-line research; obtaining background information prior to an interview; and understanding ways in which journalistic endeavors (e.g., questioning, reporting, writing) are integrated.

010 Understand interviewing techniques.

Includes recognizing ways to listen and observe in order to understand and learn; recognizing a speaker's attitude, tone, and bias; taking and transcribing notes accurately; identifying strategies for conducting telephone and in-person interviews; and promoting students' effective use of oral and written literacy skills.

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III. GRAPHICS, DESIGN, AND PRODUCTION OF MEDIA

011 Understand techniques and equipment for taking, processing, and editing photographs.

Includes the characteristics and functions of photographic equipment; various photographic techniques; image processing; principles of photocomposition; criteria for selecting photographs (e.g., sound content, composition, technical qualities); the major functions of photographs in publications; cropping techniques; and caption/cutline writing principles.

012 Understand publication design and layout.

Includes the basic principles and elements of design (e.g., multiple points of entry, visual storytelling, packaging); types and styles of layouts (e.g., modular, columnar, grid) and the functions they serve; and ways to ensure consistency of design throughout a publication.

013 Understand characteristics and functions of visual elements.

Includes the functions of visual elements in print and electronic media design; the various uses of visual images and color; the use of graphic devices such as line, screen, art, and typography to communicate and emphasize a topic; procedures for generating computer graphics; and strategies for fostering students' visual literacy skills.

014 Understand uses of computer technology in media production.

Includes the use of electronic technology for the production of media; the uses of desktop publishing software; and the advantages and limitations of desktop publishing.

IV. STUDENT PRESS AND PUBLICATIONS

015 Understand the evaluation, formats, and functions of student media.

Includes methods for critiquing student media; formats for various student media; balanced coverage and content of student media; and functions of student media (e.g., inform, entertain, persuade, teach).

016 Understand planning and management for student media.

Includes editorial management and classroom management strategies; staff selection and media content that reflects the student population; collaborative efforts in the production process; the roles of student editorial boards; and student and district media policies.

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017 Understand the role of business and advertising in media.

Includes typical expenses and revenue sources for media; managing budgets and marketing media products; methods for planning and implementing an effective advertising sales program; the role advertising plays in the production of media; types and functions of advertisements; and elements involved in designing advertisements and writing advertising copy.

018 Understand the roles and responsibilities of the student media adviser.

Includes helping students understand the power of the media and encouraging them to take responsibility for their learning and production of media; supporting students' First Amendment rights; promoting students' appreciation of and engagement in a wide variety of media; employing and modeling the use of technology as an essential component of learning and production of media; promoting collegiality with other journalism professionals; and recognizing the characteristics and functions of professional organizations (e.g., Michigan Interscholastic Press Association, Journalism Education Association, Student Press Law Center, Quill and Scroll).