

BROADCAST JOURNALISM

Directions: Complete these notes as you watch the MyCareerTech “Broadcast Journalism” video.

Impact of Broadcast Journalism

1. Broadcast journalism can be defined as news and information that is gathered, created, and shared using electronic media.
2. Match the period with its corresponding technological development.

Time Period	Technological Development
A. 1920’s	<u>C</u> - Social Media
B. 1960’s	<u>D</u> - Live Streaming
C. 2000’s	<u>B</u> - Television Coverage
D. 2010’s	<u>A</u> - Radio Broadcasts

3. Having accessibility to the latest news keeps us well-informed, and it gives us the opportunity to be active citizens.
4. News has become interactive by involving the public in sharing their own experiences and viewpoints.
5. Reflect on a time when you reacted to a news story or became an active citizen. Where and how did you react to or share the news? What act made you an active citizen?

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Legal Considerations

6. Copyright laws were created to protect the rights of content creators and ensure the appropriate use of their work.
7. True / False: A journalist found a photo that they would like to use in their new story, but they didn’t take the photograph themselves. They do not have to get permission or compensate the photographer to use the photo.
8. Under the Fair Use Exemption, journalists do not always need permission when the content will be used for criticism, commentary, teaching, scholarship, and research.
9. List two characteristics of intellectual property ownership.

Acknowledges content creators, Ensures transparency and fairness, Informs the audience of the information source

10. Circle all true statements: Plagiarism...
 - A. ...is limited to copying entire articles
 - B. ...involves presenting someone else’s work or ideas as your own
 - C. ...includes paraphrasing or using ideas without recognition
 - D. ...does not damage reputation or credibility
 - E. ...can result in legal issues or job loss

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11. **True** / False: To maintain trust with both audiences and others within the industry, journalists must always create original work, cite their sources properly, and uphold the highest ethical standards in their reporting.

12. Complete the table on the 5 W's.

"W"	Specifics and Importance
Who	Individuals or groups involved Provides a complete picture of those included
What	Main event or issue Core of the story Helps audience understand what is happening
Where	Location of event Adds context Helps audience connect with the information
When	Timing of event Helps audience understand the timeline and order of events
Why	Reasons for the event Uncover underlying factors contributing to the story

13. How does asking questions, such as "who, what, where, when, and why" help journalists to deliver a thorough and unbiased report and maintain credibility in the industry?

[Student Free Response](#)

Broadcasting Formats

14. Match the broadcast format to its definition.

Broadcast Format	Definition
A. Traditional Newscast	H - Live video coverage for audience to watch events in real time
B. Investigative Report	E - Conducts research and interviews about a specific issue or event
C. Talk Shows	F - Digital audio program with commentary on a specific topic
D. Feature Stories	A - Provides audience with a concise report of the day's top stories
E. Documentaries	J - Engages the audience through polls, discussions, or comments
F. Podcasts	I - Uses smart phone to capture, edit, and share news quickly
G. Video Essays	B - In-depth information into specific issues
H. Live Streaming	G - Short pieces that visually engage the audience
I. Mobile Journalism	C - Combines news and opinion
J. Interactive News	D - Human interest storylines that provide a personal connection

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Audience Engagement

15. What ways can a viewer typically share their thoughts on an organization's website?
Surveys, Comments, Emails
What about on social media?
Live Q&A's, Polls, Comments/discussions
16. With the Tailored Story Selection strategy, journalists determine their target audience's interests and concerns to choose stories that would appeal to those viewers.
17. When attempting to connect with their audience in different ways, journalists may implement the Diverse Storytelling Approach, where they tell the same story using a mixture of formats.
18. Choosing where to share content based on the target audience's preferences is called Platform Selection.
19. True / False: Tone does not change based on a story's context.
20. The goal of interactivity is to foster a sense of community and involvement with viewers.
21. Reflect on two different types of news stories you've read in the past – one that is a serious topic and another that is more fun and uplifting. How was the tone different in each story?
Student Free Response