

**Certification Examinations for Oklahoma Educators (CEOE)
Framework Development Correlation Table**

The Framework Development Correlation Table provides information about possible alignment of some of the knowledge and skills contained within the CEOE framework for a test field with other conceptualizations of the knowledge and skills of a field. It was produced using Oklahoma and educator association standards documents that were publicly available at the time of framework development. In the preparation of the Correlation Table, the alignment of a CEOE test competency with standards documents was indicated if the content of a standard was covered, in whole or in part, by the CEOE test competency. For some CEOE test competencies, multiple standards from Oklahoma, or other documents were aligned with the content of a CEOE test competency. An indication of alignment in the Correlation Table does not necessarily imply complete congruence of the content of a CEOE test competency with the standard.

Matrix Showing Match between Full Subject Matter Competencies for Journalism and CEOE Test Objectives

Oklahoma Subject Matter Competencies	CEOE Test Objectives
1. Maintains current knowledge of concepts, theories, and practical application of such in the field of journalism, including those associated with:	
a. Print media	0001 Understand the history of journalism and mass media. 0002 Understand the functions and influence of journalism and mass media. 0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism. 0004 Understand principles of newsworthiness and criteria for evaluating news stories. 0005 Understand journalistic procedures for preparing to write. 0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products. 0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.
b. News gathering	0004 Understand principles of

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	<p>newsworthiness and criteria for evaluating news stories.</p> <p>0005 Understand journalistic procedures for preparing to write.</p>
c. Writing	<p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p> <p>0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.</p>
d. Research	0005 Understand journalistic procedures for preparing to write.
e. Graphic design	<p>0009 Understand the effective use of visual elements in a publication.</p> <p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p>
f. Photography	<p>0008 Understand principles and procedures of photojournalism.</p> <p>0009 Understand the effective use of visual elements in a publication.</p>
g. Technology	0016 Understand the role of technology in the development and production of student publications.
h. Law	<p>0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism.</p> <p>0015 Understand the management and governance of student publications.</p>
i. Ethics	0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical

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	standards in journalism.
<p>2. Applies comprehension, analysis, interpretation, and evaluation of auditory, written, and visual communication. Projects can be created based on this knowledge (i.e., newspapers, yearbooks, magazines, or broadcasts).</p>	<p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p> <p>0005 Understand journalistic procedures for preparing to write.</p> <p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p> <p>0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.</p> <p>0008 Understand principles and procedures of photojournalism.</p> <p>0009 Understand the effective use of visual elements in a publication.</p> <p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p>
<p>3. Applies appropriate learning strategies for research, writing, organization, editing, and presentation of written and visual messages to different audiences.</p>	<p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p> <p>0005 Understand journalistic procedures for preparing to write.</p> <p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p> <p>0007 Understand editing procedures and how</p>

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	<p>to use these procedures to prepare effective journalistic products.</p> <p>0008 Understand principles and procedures of photojournalism.</p> <p>0009 Understand the effective use of visual elements in a publication.</p> <p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0002 (OPTE) The teacher understands that students vary in their approaches to learning and creates instructional opportunities that are adaptable to individual differences of learners.</p> <p>0003 (OPTE) The teacher uses best practices related to motivation and behavior to create learning environments that encourage positive social interaction, self-motivation, and active engagement in learning, thus providing opportunities for success.</p> <p>0006 (OPTE) The teacher understands curriculum integration processes and uses a variety of instructional strategies to encourage students' development of critical thinking, problem solving, and performance skills and effective use of technology.</p>
<p>4. Communicates effectively in oral presentation, written communication, and visual design.</p>	<p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p> <p>0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.</p>

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	<p>0009 Understand the effective use of visual elements in a publication.</p> <p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0007 (OPTE) The teacher develops a knowledge of and uses a variety of effective communication techniques to foster active inquiry, collaboration, and supportive interaction in the classroom.</p> <p>0021 (OGET) The teacher understands and uses a variety of assessment strategies to evaluate and modify the teaching/learning process ensuring the continuous intellectual, social, and physical development of the learner.</p>
<p>5. Understands the influence of social and historical context of culture on journalism and adapts instruction accordingly.</p>	<p>0001 Understand the history of journalism and mass media.</p> <p>0002 Understand the functions and influence of journalism and mass media.</p> <p>0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism.</p>
<p>6. Understands the impact and importance of cultural diversity on the communication process.</p>	<p>0002 Understand the functions and influence of journalism and mass media.</p> <p>0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical standards in journalism.</p> <p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p>
<p>7. Establishes a knowledgeable, reflective,</p>	<p>0003 (OPTE) The teacher uses best practices</p>

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creative learning environment.	<p>related to motivation and behavior to create learning environments that encourage positive social interaction, self-motivation, and active engagement in learning, thus providing opportunities for success.</p> <p>0004 (OPTE) The teacher uses best practices related to motivation and behavior to create learning environments that encourage positive social interaction, self-motivation, and active engagement in learning, thus providing opportunities for success.</p> <p>0006 (OPTE) The teacher understands curriculum integration processes and uses a variety of instructional strategies to encourage students' development of critical thinking, problem solving, and performance skills and effective use of technology.</p>
8. Uses a variety of assessment strategies and teaching methods to encourage creativity, to inspire critical thinking, to develop problem-solving techniques, and to establish and maintain excellence in all journalism pursuits.	<p>0003 (OPTE) The teacher uses best practices related to motivation and behavior to create learning environments that encourage positive social interaction, self-motivation, and active engagement in learning, thus providing opportunities for success.</p> <p>0004 (OPTE) The teacher uses best practices related to motivation and behavior to create learning environments that encourage positive social interaction, self-motivation, and active engagement in learning, thus providing opportunities for success.</p> <p>0006 (OPTE) The teacher understands curriculum integration processes and uses a variety of instructional strategies to encourage students' development of critical thinking, problem solving, and performance skills and effective use of technology.</p> <p>0008 (OPTE) The teacher understands and uses a variety of assessment strategies</p>

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	to evaluate and modify the teaching/learning process ensuring the continuous intellectual, social, and physical development of the learner.
<p>9. Uses technology to accomplish professional goals and to develop students' journalistic proficiencies in all aspects of the subject, including, but not limited to, desktop publishing, photojournalism, written communication, graphic design, and research.</p>	<p>0008 Understand principles and procedures of photojournalism.</p> <p>0016 Understand the role of technology in the development and production of student publications.</p>
<p>10. Understands and can teach strategies appropriate to a variety of journalistic areas, including print media, graphic arts and printing technology, broadcast media, electronic media, advertising and business management practices, public relations, and professional writing.</p>	<p>0004 Understand principles of newsworthiness and criteria for evaluating news stories.</p> <p>0005 Understand journalistic procedures for preparing to write.</p> <p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p> <p>0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.</p> <p>0008 Understand principles and procedures of photojournalism.</p> <p>0009 Understand the effective use of visual elements in a publication.</p> <p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0012 Understand how to plan and manage the budget for student publications.</p> <p>0013 Understand the financing and</p>

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	<p>marketing of student publications.</p> <p>0016 Understand the role of technology in the development and production of student publications.</p>
<p>11. Is prepared to teach students in the following areas: desktop publishing; writing for print and electronic media; editing; photography and videography; graphic design and typography; headline, preview, promotion, and caption writing.</p>	<p>0005 Understand journalistic procedures for preparing to write.</p> <p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p> <p>0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.</p> <p>0008 Understand principles and procedures of photojournalism.</p> <p>0009 Understand the effective use of visual elements in a publication.</p> <p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0016 Understand the role of technology in the development and production of student publications.</p>
<p>12. Is prepared to teach research skills; interviewing; ethics, law, and responsibilities of the press; journalism history; television, video, radio, and multimedia production; staff management, organization, and leadership techniques; business management and accounting procedures.</p>	<p>0001 Understand the history of journalism and mass media.</p> <p>0002 Understand the functions and influence of journalism and mass media.</p> <p>0003 Understand rights and responsibilities of journalistic media and the application of legal and ethical</p>

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	<p>standards in journalism.</p> <p>0005 Understand journalistic procedures for preparing to write.</p> <p>0011 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p> <p>0012 Understand how to plan and manage the budget for student publications.</p> <p>0013 Understand the financing and marketing of student publications.</p> <p>0014 Understand the financing and marketing of student publications.</p> <p>0015 Understand the management and governance of student publications.</p>
<p>13. Is knowledgeable of professional resources, including state, regional, and national scholastic press associations, workshops, conferences, contests, and publications.</p>	<p>0014 Understand the financing and marketing of student publications.</p> <p>0012 (OPTE) The teacher understands and uses a variety of assessment strategies to evaluate and modify the teaching/learning process ensuring the continuous intellectual, social, and physical development of the learner.</p>
<p>14. Understands the importance of effective verbal and visual communication skills.</p>	<p>0006 Understand journalistic writing processes and how to use these processes to prepare effective journalistic products.</p> <p>0007 Understand editing procedures and how to use these procedures to prepare effective journalistic products.</p> <p>0008 Understand principles and procedures of photojournalism.</p> <p>0009 Understand the effective use of visual</p>

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	<p>elements in a publication.</p> <p>0010 Understand principles of publication design and how to use these principles to develop effective and aesthetically pleasing journalistic products.</p>
<p>15. Understands the role of cocurricular and extracurricular activities in the development of student interests as an extension of classroom instruction.</p>	<p>0014 Understand the financing and marketing of student publications.</p>
<p>16. Understands, teaches, and implements the Oklahoma Core Curriculum.</p>	<p>N/A</p>