

MEDIA STUDIES 120

Course Outline

Timeline: September 8, 2015 – January 29, 2016
Location: Hartland Community School, Room A-149
Teacher: Mr. Graham Rich, graham.rich@nbed.nb.ca, 375-3000
Witty.ca → HCS → “Media Studies 120”

Course Description

“Media Studies 120 is an elective course within the discipline of English Language Arts. It explores the impact and influence of mass media and popular culture by examining texts such as films and television shows, songs and advertisements, sports and games, packaging and clothing, online and offline information sources, blogs and social networking sites. By coming to understand how media texts are constructed and why they are produced, students will develop the skills... to respond [responsibly] to these texts...”

- N.B. Curriculum Document

Expectations on Students for Learning

- Media Studies 120 is a hands-on project-based course and **attendance is essential**. If a student should **miss 2 classes**, he/she must arrange with Mr. Rich to **catch up after school**.
- Students must arrive prepared, on-time and ready to work safely while being efficient and productive.
- As per the HCS Attendance Policy, if a student does not attend **20 classes** of Media Studies 120, then he/she will not receive credit for this course.
- Each student will be expected to participate in photograph and video shoots, on both sides of the camera. If parents/guardians do not wish their student’s image published on the school web site, then please indicate this below in the tear-away section.

Course Materials

Students will need a notebook or binder, as this course will involve writing when analyzing media. Students will also need to be comfortable using cameras, video camcorders and computers (provided).

Communication

- Assignments and deadlines will be posted at: <http://witty.ca> → HCS → “Media Studies 120”
- Parents can contact Mr. Rich by phone, email, at parent-teacher meetings or by appointment.

Assessments

Term 1

- 80% Assignments and Projects
- 20% Tests

Term 2

- 45% Assignments and Projects
- 5% Tests
- 20% Final Project
- 30% Exam

Final Mark

- 50% Term 1 + 50% Term 2

Topics of Study

- Media Literacy: Foundational Knowledge
- Film, Television and Video
- Advertising, Marketing and You
- Media and the Internet
- Self-Study Project

Media Studies 120

(September 8, 2015 – January 29, 2016)

I have read the course outline. I understand the course objectives and assessments.

Parent/Guardian Name: _____ Signature: _____

Student Name: _____ Signature: _____

Comments: _____

Curriculum Outcomes – Media Studies 120

By the end of Media Studies 120, students will be expected to:

- 1 Students explore the impact and influence of media.
 - 1.1 Students demonstrate an understanding of the key concepts of media literacy
 - 1.2 Students employ critical literacy skills as media consumers
 - 1.3 Students examine how media shape ideologies and culture

- 2 Students deconstruct a wide variety of media texts.
 - 2.1 Students identify values and ideologies in media texts
 - 2.2 Students discern the production process of media texts
 - 2.3 Students engage in the inquiry process
 - 2.4 Students dissect meaning from complex media texts

- 3 Students analyze media texts and respond personally and critically using available technologies and resources.
 - 3.1 Students justify their positions and respect the positions of others
 - 3.2 Students use media to communicate an idea, adapting it for a variety of audiences and purposes
 - 3.3 Students apply key concepts of media literacy as creators of media texts