

# MEDIA STUDIES 120

## Course Outline

Timeline: January 28 – June 5, 2015  
Location: Hartland Community School, Room A-149  
Teacher: Mr. Graham Rich, graham.rich@nbed.nb.ca, 375-3000 (office)

## Course Overview

“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

- 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.

### ASSESSMENT NOTE:

*The June final mark is **NOT** mathematically based on the April report mark. This encourages students to take greater risk with more challenging projects.*

## Course Materials

This course is computer-based and software will be provided. During related units, students may use their cell phone or similar device, as a photo or video camera; students must check in their device with the teacher and must use the device in “airplane mode”.

## Communication

- Assignments and due dates will be posted at: <http://www.witty.ca> → HCS → Media Studies 12
- Parents can contact Mr. Rich by phone, email or by appointment.

## Assessments

- 50% - Assignments & Projects
- 20% - Tests
- 30% - Final Project & Portfolio

## Possible Topics of Study

- Media Literacy
- Media & the Internet
- Media & Advertising
- Media & Television
- Media & Movies and Films

## Curriculum Outcomes

- Students explore the impact and influence of media.
  - Students demonstrate an understanding of the key concepts of media literacy
  - Students employ critical literacy skills as media consumers
  - Students examine how media shape ideologies and culture
- Students deconstruct a wide variety of media texts.
  - Students identify values and ideologies in media texts
  - Students discern the production process of media texts
  - Students engage in the inquiry process
  - Students dissect meaning from complex media texts
- Students analyze media texts and respond personally and critically using available technologies and resources.
  - Students justify their positions and respect the positions of others
  - Students use media to communicate an idea, adapting it for a variety of audiences and purposes
  - Students apply key concepts of media literacy as creators of media texts

## Media Studies 120

(January 28 – June 5, 2015)

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

I realize the April report mark indicates progress only and is **not** a percentage of the final mark.

Parent/Guardian Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Student Name: \_\_\_\_\_ Signature: \_\_\_\_\_