

Course Description/Rationale/Overview: This course emphasizes knowledge and skills that will enable students to understand twenty-first century mass media communication and to use media effectively and responsibly. Students will analyze the forms and messages of a variety of media and create their own media texts. These activities will help them develop critical thinking skills, aesthetic and ethical judgement and skills in viewing, representing, listening, speaking, reading, and writing.

Class Requirements:

Materials/textbooks/equipment

Text:

(Replacement cost:)

Other text / materials

(Replacement cost:)

Recommended:

Course Requirements/Department Policies

Students are to be present for test dates. There must be a verified, valid reason when a test is missed. The teacher may provide an alternative opportunity for testing or record an "absent" for that test.

All summative assignments will have a clear *Due Date*. Assignments that are handed after the *Due Date* will be accepted and assessed by the teacher if submitted prior to the *Deadline*. The *Deadline* is defined as the class period in which that graded assignment is returned to the class, unless there are extenuating circumstances.

For the mid-term report, no mark will be recorded for a missed summative assignment.

Where a student has not submitted enough work for the teacher to determine the student's level of achievement the report card will indicate that the student's work is incomplete and no grade will be assigned.

At the semester end, where summative assessments are incomplete, a mark of zero may be assigned and used to calculate the student's final grade.

Assessment Strategies

1. Listening Comprehension: As part of each unit test, students listen to teacher reading or asking questions, and complete various exercises.
2. Quizzes and tests: These cover the grammar studied in the unit.
3. Projects and Assignments: There are media and written projects in many of the units in the text.
4. Presentations: Students present their projects orally in some of the units of study.
5. Oral Reading: Students read out loud passages from the text or their own work.

Achievement Categories

Knowledge/Understanding
Thinking/Inquiry
Communication
Application

Curriculum strands:

Understanding and Interpreting
Media Texts
Media and Society
The Media Industry
Producing and Reflecting On
Media Texts

Learning Skills:

Works Independently
Team work
Organization
Work Habits
Initiative

Evaluation The year's work will be based on summative assignments:

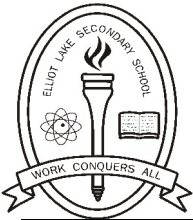
- tests / quizzes
- media logs & report
- oral presentations (independent)
- creative writing : news & magazine articles
- media products

FINAL MARK

Year's Work: 70%

KN	15 %
TH	20 %
COMM	15 %
APPL	20 %

**Final Summative Evaluation: 30% All
Multi-Media Production**



COURSE OUTLINE

Unit 1 Key Concepts: Mass Media Industry, The Principles of Media, Media Issues	All Strands	Media Logs (2-3) Quizzes & Test Report: Analysis of Cover / Package	20
Unit 2 Key Concepts : AIDA , Claims, Appeals Advertising methods in various media Related Media Principles and Issues	All Strands	Media Logs (2-3) Quiz & Test Production & Presentation: Print Ad	20
Unit 3 Key Concepts: Photographic composition (How to read a photograph) History of photography & its role in media. Digital photography & manipulation Related Media Principles and Issues	All Strands	Media Logs (2-3) Test and Photograph Analysis Activity Photo Shoot and Media Presentation	30 12% for final
Summative Evaluation Multi-Media Production	All Strands	Multi-Media Production that explores a media issue (Media & Society, A Media Career Path)	18% for final
Optional / Alternative Unit Key Concepts: Pulp Fiction , Comic Books & Related Media	All Strands	Media Logs (2-3) Test Media Presentation & Script	30
			summative evaluation