

Media Studies 120

2019-2020

Mrs. M. Canam

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Course Description:

Media Studies centers on learning how to sift through and analyze the messages that inform, entertain and sell to us every day. It's the ability to bring critical thinking skills to bear on all media— from music videos and Web environments to product placement in films and virtual displays on NHL hockey boards. It's about asking pertinent questions about what's there, and noticing what's not there. And it's the instinct to question what lies behind media productions— the motives, the money, the values and the ownership— and to be aware of how these factors influence content.

In this course students will:

- Explore the impact and influence of media
- Deconstruct a wide variety of media texts
- Analyze media texts and respond personally and critically using available technologies and resources

The course demands that you be able to work well independently and in groups. There will be many group discussions in class where you will be expected to participate and share your opinion. **An important element of your evaluation will be your participation, cooperation, and attendance.**

Units of Study:

- Introduction: Mass Media, Popular Culture & You
 - This unit will help you to define the building blocks of critical media literacy and build foundational knowledge that you will need throughout the course.
 - Key Concepts of Media Literacy (Codes & Conventions, Ideology & Values, Audience, etc.)
- Selling Images and Values
 - Advertising, Persuasion and Public Relations
- The Medium is The Message
 - TV, Music, Movies, Internet, Video Games, Print Media

Included in these units of study will be quizzes, writing assignments, projects, class discussions, presentations, etc. Be prepared for just about anything!

Course Evaluation

Classwork:	60%
Final Project:	20%
Exam:	20%

Assignments/Projects – Due Dates

Please refer to the FHS English Department Late Assignment Policy on the FHS website regarding penalties for late assignments and projects. It is important to note that any missing assignments will count as zero until they are completed. Completed, yet late, assignments will suffer in value. Please ensure that you meet deadlines in order to receive sufficient credit for your work. Assignments are due at the beginning of class whether you are present or not. Please email me a copy of your assignment by the beginning of class if you are absent for any reason. If there are extenuating circumstances in your life that might affect the completion of an assignment, *please communicate these to me well before the due date.*

Course Materials

- 3 ring binder with loose leaf
- pens, pencils, erasers, white out, etc.
- one separate duo-tang/Hilroy notebook/Hilroy coiled notebook (80 pages) for your Media Studies Journal (no binders)