

# ENGLISH MEDIA STUDY (EMS 30)

St. Theresa's High School

## **COURSE DESCRIPTION**

One of the key concepts of this Media Literacy Course is the awareness that the media contains ideological and value messages. All media products convey a number of explicit and implicit messages. We need to recognize that these messages are not always positive, and often contradict, compromise or counter the morals and values of Christianity. Not only will media literacy techniques be essential to uncover and decode the messages, but education of values will also be necessary to this course. The teachings of Christianity will play a prominent role in the classroom dialogue as students study and react to the present-day realities constructed by the media.

## **COURSE OUTLINE:**

I) Mass Media and Popular Culture

II) Newspaper

III) Advertising

IV) Television

V) Film

## **EXPECTED OUTCOMES:**

- \*Recognition of the elements of media concepts and its reflection on popular culture.
- \*Recognize and decode media techniques for bias and targeting. Ability to write a journalistic piece.
- \*Recognize persuasive techniques, and decode for explicit and implicit messages.
- \*Research television genres and present findings
- \*Recognize and decode media techniques for bias and targeting. Recognizing the influence of TV.
- \*View particular films and recognize how to write a synopsis and a critique. Also to find characteristics of specific genre.

## **EVALUATION:**

Our goal is to allow you to be as successful as you can be. Your progress and achievement in the various areas will be assessed as follows:

<i>Term Work</i>	<i>70%</i>
<i>Knowledge/Understanding</i>	<i>20%</i>
<i>Thinking/Inquiry</i>	<i>15%</i>
<i>Communication</i>	<i>15%</i>
<i>Application</i>	<i>20%</i>
<i>Summative Evaluation</i>	<i>30%</i>
<i>Summative Project</i>	<i>15%</i>
<i>Final Exam</i>	<i>15%</i>

## **Ongoing Activities:**

In order to make this class successful, students need to get their assignments completed by the due date. The written work compliments all activities, discussions and group work done in class, so it is important to complete all assigned work.

- a/ Often a written response will be due (sporadically assigned) after completing an article discussion or a reading.
- b/ Students will write a test/quiz or assignment at the end of each unit.
- c/ Participation in class discussions is part of the participation mark. There will be participation marks assigned for each unit of study.
- d/ Study notes at the end of each unit will prove to be VERY USEFUL, as it assists in studying for unit tests/quizzes.