**Media Studies 120 Course Outline**

Ms. Hare

Room 243

**What you will learn:**

This course offers students opportunities to explore many forms of media. It focuses on the impact and influence of the mass media and popular culture by examining films, television shows, songs, advertisements, sports, clothing, and social networking sites. By understanding how media texts are constructed and why they are produced, students will develop skills needed to respond to these texts intelligently and responsibly when they encounter them. The organized study of the mass media increases students’ critical judgement, their awareness of the global village and its values, and their place in society. It promotes open-mindedness, effective communication, and organizational skills through repeated opportunities to view, listen, speak, read, write, create, and represent.

**Course Outline:**

**Unit 1 – Media Literacy**

This unit focuses on media and how it constructs reality, influences choice, and the impact it has on our daily lives.

**Unit 2 – Film, Television and Video**

This unit focuses on how much influence video, television, and film media have over our society and explores how much influence they should have and will continue to have in the future.

**Unit 3 – Advertising, Marketing and You**

This unit focuses on how advertising through media influences our purchasing choices.

**Unit 4 – Media and the Internet**

This unit focuses on your digital identity compared to your actual “self”. It will explore the ethical, legal, privacy and moral issues that are present in media and the internet.

**Marking Scheme:**

Tests - 30%

Assignments – 25%

Class Mark (Daily Assignments, Homework, Attendance, Participation) – 15%

Final Project or Exam- 30%

**Absences:**

A legitimate absence is for school related activities, illness or bereavement.

**Group marks**

Group marks will be earned based on your days present and working with your team.  For example, if a project takes ten class days to complete and the group receives a mark of 80%; but you were only there for 5 days you would receive a 40%.  Even if you have a legitimate reason for being absent the expectation is that you will make up for the time you missed by contributing to the group from home or working during study block when you are able.  Alternatively, if you know you are going to be absent you may choose to work alone if the teacher gives you that option.

**In-class marks**

You will be marked based on the number of days that you are present and participating in class.  If, for example, you earn a shop mark of 70% and you were there 90% of the time your mark would be 63%.

**Late assignment policy:**

* To get full marks, assignments need to be handed in by the assigned due date.
* For every date late, after the assignment due date, 10% will be deducted from the mark (up to a maximum of 40%).  Weekends count as one day.
* If a student is absent on a due date, a written legitimate excuse from a parent or guardian must be presented upon the student’s return, or the late-day deductions will apply.
* A student’s mark cannot be lower than 60% given that the student deserves a passing grade on the assignment to begin with.  Any work getting a mark of less than 60% will receive that grade.
* In order to be graded, all work must be handed in **no later than one week**after the given due date of the assignment.  Term marks are final.

**BLMS Attendance Incentive:**

Exams are normally worth 30% of students’ mark. To reach Academic Incentive, a student must meet the following criteria:

1. Miss 5 or fewer classes in that particular subject (only school related activities and bereavement are exempted excuses); AND
2. Be in good standing (not owing for assignments, projects, etc.)

The subject teacher will then apply one of the two following options to the student’s advantage:

1. 15% Final Exam, 85% Class Mark
2. 50% Final Exam, 50% Class Mark

**Extra Help**

My door is always open and if you need any extra help with an assignment or when studying for a test or quiz, you are welcome to come and see me before or after school. You can also schedule time to get help during lunch or study block.