



Course Information

Course: Media Studies

Unit: 1. MEDIA STUDIES

Assignment: 1. Course Overview

COURSE OVERVIEW

This semester-long course is part of a worldwide educational movement called media literacy. The goal of the media literacy movement is to educate people about how the media impacts both individuals and society as a whole. Students will examine media such as magazines, the Internet, video games, and movies. They'll learn the kinds of strategies that advertisers use to persuade people to buy products. They'll also explore how news broadcasters choose which stories to air. Lessons and projects encourage students to examine ways in which media helps shape our culture and the ways in which our culture shapes the media. While many media literacy courses focus upon learning how to make media, this one will focus exclusively on analyzing the media.

Throughout the course, students are asked to answer questions or to reflect on what they've read in their notes. The notes are not graded. Rather, they are a way for students to extend their thinking about the lesson content. Students may keep handwritten or typed notes.

Teacher Only: Assignments in this course place a strong emphasis on student inquiry, research and writing, and much assessment is based on teacher-graded writing projects. Links to outside Web sites play a major role in course activities. Please note that we are not responsible for these websites since their content and availability is not within our control. This course has 1 semester-length unit containing 31 instructional lessons and 20 projects. Most lessons in this course are designed to take 1-2 days to complete, while most projects take 2-3 days.

Additional Resources

In addition to the default course program, Media Studies includes extra alternate lessons, projects, and tests for use in enhancing instruction or addressing individual needs. Below is a list of suggested resources which can be used in conjunction with these assignments.

Media Studies

Unit	Assignment Title	Supply List
		Supplies needed to complete most projects, reports, and essays throughout this course:

1	All Projects, Reports and Essays in Course	<ul style="list-style-type: none"> • Internet or other research material • Paper, pencils, or other writing material • Printer
1	Project: Media Effects	<ul style="list-style-type: none"> • Access to teacher/parent approved 30 minute television program of student's choice
1	Project: Introduction to the News	<ul style="list-style-type: none"> • Printed newspaper article about current event • Radio broadcast about current event • TV broadcast about current event
1	Project: Advertising, Children, and Teens	<ul style="list-style-type: none"> • Access to teacher/parent approved 30 minute television program that geared towards teenagers
1	Project: Television and Culture: 1950s	<ul style="list-style-type: none"> • 5-10 minute clip of a family television show from the 1950s or early 1960s
1	Project: Interpersonal Communication and the Internet	<ul style="list-style-type: none"> • Access to teacher/parent approved blogging site such as Live Journal or Blogger
1	Project: Movies	<ul style="list-style-type: none"> • Access to a teacher/parent approved movie that challenges social norms
1	Project: Magazines: Introduction	<ul style="list-style-type: none"> • Paper or electronic copy of Reader's Digest
1	Project: Violence in the Media: Attitudes	<ul style="list-style-type: none"> • Access to 10 people (family, friends, classmates) for a brief survey
1	Project: Televised Political Ads	<ul style="list-style-type: none"> • Video recording device
1	Project: Media Coverage of September 11	<ul style="list-style-type: none"> • Access to three people who remember the Kennedy assassination • Access to 1-3 people who remember Pearl Harbor