

Earl of March English Department

EMS 30: Media Studies

COURSE TITLE:	Grade 11 Media Studies
COURSE CODE:	EMS 30
CREDIT:	1.0
PREREQUISITE:	English, Grade 10, Academic or Applied
POLICY DOCUMENTS:	<i>The Ontario Curriculum, Grades 11 & 12 English, Program Planning and Assessment, 2007</i>

Description/Rationale

This course emphasizes knowledge and skills that will enable students to understand media communication in the twenty-first century and to use media effectively and responsibly. Through analysing the forms and messages of a variety of media works and audience responses to them, and through creating their own media works, students will develop critical thinking skills, aesthetic and ethical judgment, and skills in viewing, representing, listening, speaking, reading, and writing.

Course Content:

Assignment sheets will be provided for all major evaluation tasks.

Unit 1: Communication/Media Theory

- Key Concepts of Media Literacy
- Ideas of Representation and Construction

Unit 2: Newspapers and the News

- Newspaper, Journalism, and bias
- News reporting
- News Coverage: 911 and the War

Unit 3: Comics: *Watchmen*

- History of Comics
- Influences and References in *Watchmen*
- Creating a Digital Graphic Novel

Unit 4: Magazines

- Advertising
- Gender construction
- Deconstructing marketing
- Product Placement

Unit 5: Television

- Critical viewing
- Commercials & Music Videos
- Marketing Image and Celebrity
- Public Service Announcements
- Reality TV

Unit 6: Film – *The Truman Show & The Matrix*

- The Language and Terminology of Film
- Techniques
- The concept of “real”
- The Media and social control
- Social conditioning
- Technology and the Future

Unit 7: Documentary – *Jaws & Sharkwater*

- Techniques of documentary film making
- The influence on nature by the media
- The action and power to change society

Unit 8: The Internet

- The future of media
- Cultural impacts

Assessment

Term Work: 70%

- Knowledge and Understanding 20%
- Thinking 20%
- Communication 20%
- Application 10%

Summative: 30%

- Independent Study Unit 20%
- Final Exam 10%

Policy on Late and Missed Assignments (please see the Earl of March Student Planner (pages 10-15) for more details). Learning to plan and organize work so that is completed well and on time is an important skill both in school and in the workplace. As well, it is important that you submit assignments on time so that you can move to subsequent work with the necessary skills and feedback.