

English IV: Media Literacy  
&Composition – 0410  
½ credit



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Daily assignments and handouts from  
class can be found at  
<http://maxfield.synthasite.com>

Course Description:

This course critically analyzes the impact of print and electronic media on American culture. The course enables students to interpret and understand media. It consists of an overview of Media Literacy Theory and analyzes specific media such as magazines, radio, advertising, television, music, film, and the Internet. Three Major projects are required that include Internet research, writing, and oral presentations. In addition, a minimum of 12 written responses using a variety of formats are also required.

Major Content Units

Unit I—Introduction to Media Literacy and Media Theory  
Unit II – Visual Literacy  
Unit III—Advertising  
Unit IV—Communication in a Digital Age

Materials:

Students will need a 3-ring binder with loose leaf paper or a notebook and folder, blue or black ink pens, and a highlighter. A flash drive is recommended but not required. Materials need to be brought to class every day.

Class Absences:

Class attendance is essential for success. If a student is absent, he or she will be responsible for coming to my TAP to pick-up missed work or an alternate assignment if applicable to the situation. If something was viewed in class during the student's absence, he or she is responsible for viewing on his/her own time and completing the corresponding work.

Assessment:

Students will be evaluated on class participation, presentations, critical analyses, journal responses, quizzes, tests, extra credit, and a final exam. Grades will be calculated according to a total point system.

The following scale applies:

A = 90 - 100%    B = 80 - 89%    C = 70 - 79%    D = 60 - 69%    F < 60%

## Homework Policy:

In order to receive an **A**, work must be turned in on time. A paper one day late can earn a **B** at best. For papers turned in 2 days late or after, the maximum grade possible is a **C**.

**All major assignments (projects and papers) are mandatory.** Students failing to submit major assignments will receive a zero in the grade book and "MSG" in the comment column. Additionally, any major assignment scoring below a 70% (C) will receive an "INC."

Those marks will remain in the grade book until the student completes the work at a grade level of 70% or above, thus demonstrating that the assessed academic standard has been met. **No grade below a "C" will be acceptable.**

A student who does not meet academic standards will:

- be asked why he/she did not do the work assigned;
- be assigned a prescriptive travel pass for TAP or after school tutoring;
- be required to attend extra help sessions - first during TAP and then before or after school;
- be assigned a detention if extra help sessions are skipped and assignment still has not been completed;
- revise work or retake tests until standards are met;
- not receive a grade of "A" if the assignment is not turned in on time;
- never receive an "F" on acceptable completion of assignment.

**\* Certain assignments will not be eligible for make-up or late credit. Examples include (but are not limited to) in-class assignments, worksheets, and short answer questions.**