

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>
Google Classroom will also be utilized

Course Description:

This Communication Arts course is designed to teach the skills necessary to analyze a variety of media messages in society. Students will study print and television advertisements, movies, television, music, news, and social media. Using these media as text, students will determine how media shapes and influences our society. In addition to numerous nonfiction articles, we will apply critical thinking skills in order to “read” advertisements, TV shows, and films. Additionally, students will complete 3 major projects, 1 presentation, and various short writing assignments during the semester.

Course Rationale:

Twenty-first century culture is not as strongly rooted in print as was the culture of earlier centuries. Twentieth century developments of radio, film, advertising, television, computers, and the Internet have all impacted culture to the point where a huge proportion of the information we are exposed to is screen-based, not paper-based and image-based, not word-based. In a time when the base of our culture has expanded so greatly, we cannot claim to be studying our culture unless we provide a prominent place in the school curriculum for the kinds of literacy needed to understand all media. The skills of thinking critically about mass communication are essential survival skills in a technological, consumer society such as ours. The purpose of this class is not only to assess students’ abilities to think critically when analyzing media, but beyond that, the experience and knowledge students acquire from their study of media literacy will be applicable in all subject areas, in all careers, and in their daily lives.

Major Content Units

Unit I: Introduction to Media Literacy and Media Theory
Unit II: Visual Literacy
Unit III: Advertising
Unit IV: Television and Film
Unit V: Evolving Media

Materials:

Students will need a 1:1 laptop, a 3-ring binder with loose leaf paper or a notebook and folder, blue or black ink pens, and a highlighter. 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 should first check maxfield.synthasite.com for the daily assignment and then come to my TAP with any questions or for an alternate assignment if applicable. 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. Most viewings and handouts will be available through my website.

Assessment:

Students will be evaluated on class participation, projects, 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.**