

GEORGE S. HENRY ACADEMY – GRADE 11 MEDIA STUDIES

COURSE OUTLINE

COURSE NAME	Grade 11 Media Studies	GRADE	11
COURSE CODE	EMS301	CREDIT VALUE	1
TEACHER	Ms. Lui Macedo (jenny.luimacedo@tdsb.on.ca)	DEPARTMENT	English
PREREQUISITE	Grade 10 English credit (Academic, Applied, or Locally Developed)		

COURSE DESCRIPTION:

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 analyzing the forms and messages of a variety of media works and audience responses to them, and through creating your own media works, you will develop critical thinking skills, aesthetic and ethical judgement, and skills in viewing, representing, listening, speaking, reading, and writing.

COMMUNICATION

Please direct all questions or concerns regarding student progress or program of study to the course teacher (jenny.luimacedo@tdsb.on.ca). Please call the main office to leave a message at 416-395-3240.

GEORGE S. HENRY ACADEMY'S COURSE WORK POLICY

For each evaluation, the teacher will inform students of the **due date** and the **ultimate deadline**. The ultimate deadline is the last opportunity for students to submit an assignment for evaluation. Teachers may also use a variety of other methods to address late and missed assignments at their discretion.

Strategies to assist students in meeting deadlines include:

- Peer tutoring
- Using the school app
- Using a personal agenda
- Seeking extra help from teachers
- Requesting for assistance with time management and organizational skills
- Getting help from parents/guardians
- Getting help from a caring adult in the school

GEORGE S. HENRY ACADEMY'S ACADEMIC DISHONESTY POLICY

Cheating and plagiarism will not be condoned. For more information, refer to the Academic Honesty Policy found in the Student Handbook. The Student Handbook can be found in the George S. Henry Academy app.

GEORGE S. HENRY ACADEMY'S LATE & MISSED EVALUATION POLICY

It is the responsibility of the student to make arrangements with their teacher for any missed course material and/or assignments. Extenuating circumstances will be considered on a case-by-case basis.

If a student is absent for a major test, a note from a parent/guardian/doctor may be required for the student to be able to take the test when he/she returns to school. Contacting the school and teacher ahead of time (if the absence is known in advance) is appreciated.

TEXTBOOK(S)	REPLACEMENT COST
No physical textbooks will be used. Students will be expected to access course material through Brightspace. A variety of online tools (e.g. Padlet, Mentimeter, etc) will also be used.	N/A

EVALUATION OF STUDENT ACHIEVEMENT:

Evaluation of student achievement is based on the following categories:

CATAGORIES	PERCENTAGE
Understanding and Interpreting Media Text (UIMT) <ul style="list-style-type: none"> • Demonstrate understanding of a variety of media texts • Deconstruct a variety of types of media texts, identifying the codes, conventions, and techniques, and explaining how they create meaning 	30%
Media and Society <ul style="list-style-type: none"> • Analyze and critique media representations of people, issues, values, and behaviours • Analyze and evaluate the impact of media on society 	20%
The Media Industry <ul style="list-style-type: none"> • Demonstrate an understanding of the ways in which the creators of media texts targe and attract audiences • Demonstrate an understanding of the impacts of regulation, ownership, and control on access, choice, and range of expression 	20%
Producing and Reflecting on Media Text <ul style="list-style-type: none"> • Create a variety of media texts for different audiences and purposes, using effective forms, codes, conventions, and techniques • Demonstrate an understanding of roles and career options in a variety of media industries • Demonstrate an understanding of their growth as media consumers, media analysts, and media producers 	30%

CALCULATION OF FINAL MARK

$$70\% \text{ Term} + 30\% \text{ Final Evaluation} = 100\%$$

LEVELS OF ACHIEVEMENT

Level 1 (50-59%) Level 2 (60-69%) Level 3 (70-79%) Level 4 (80-100%)

- Level 3 is defined as the Provincial standard. A student achieving at level 3 should be well prepared for work in the next grade level or the next course.

UNITS OF STUDY & EVALUATION TASKS

Please note that units and assignments may be subject to change to accommodate student needs and interests.

70% Course Work

Unit 1 Media Theory and Concepts

EVALUATION TASK	ACHIEVEMENT CHART EVALUATION
Online Evaluation / Media Analysis	UIMT, The Media Industry
Media Production	P/R on Media Texts

Unit 2 Advertisements

Online Evaluation	UIMT, The Media Industry
Media Case Study	UIMT, Media and Society, The Media Industry
Media Production	UIMT, P/R on Media Texts

Unit 3 Media Representation

Online Evaluation	UIMT, The Media Industry
Media Case Study	UIMT, Media and Society, The Media Industry
Media Production	UIMT, P/R on Media Texts

Unit 4 Television and Movies

Online Evaluation	UIMT, The Media Industry
Media Case Study	UIMT, Media and Society, The Media Industry
Media Production	UIMT, P/R on Media Texts

Unit 5 Internet and Social Media

EVAUATION TASK	ACHIEVEMENT CHART EVALUATION
Online Evaluation	UIMT, The Media Industry
Media Case Study	UIMT, Media and Society, The Media Industry
Media Production	UIMT, P/R on Media Texts

Final 30% - Culminating Activity

TBA	UIMT, The Media Industry, Media and Society, The Media Industry
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CONTENT WARNING FOR ENGLISH COURSES AT GSHA

The content of this course has been chosen to be culturally responsive and relevant. We will discuss different media texts from a variety of cultures and time periods, current events, and many perspectives regarding important social issues. You will engage in independent reading and investigations. As a result, you may encounter ideas that are new and/or unsettling. You may even find some content offensive and/or challenging to your beliefs.

As a teacher I will attempt to forewarn you of potentially difficult content, however I may not know what will affect each individual. We will do some discussion around what to do when you encounter a challenging idea.

Please approach the material with an open mind and ensure that your classroom comments and interactions with classmates during discussions of these ideas are respectful.

If you feel uncomfortable or unsafe as a result of a media text in this course, **do reach out to your teacher** so that we may discuss strategies and approaches to give you a positive and constructive learning experience.