

Sir John A. Macdonald Collegiate Institute Course Brief

Course Name	MEDIA STUDIES	Grade	12
Course Code	IDC4UE	Credit Value	1.0
Pre-Requisite	ENG 3U	Recommended	EMS 30, ADA 3M, HSP 3U
Type of Course	GRADE TWELVE UNIVERSITY LEVEL ENGLISH COURSE		

COURSE DESCRIPTION

Whether we realize it or not, we are insatiable consumers of media. From the moment we open our eyes and check our email to our last post before we go to sleep, we are exposed to an endless variety of media, each with its own strengths and abilities. Media enable us to do so much, from forging personal identities to establishing social consensus, yet we always take them at face value and rarely look beyond their shiny surface. How much influence do these media have on our lives, and to what extent can we influence them? How do media shape the world around us? What are the real motives behind the media we use, and how are these motives kept hidden from view? This course provides an introduction to the relationships between media and the broader social and cultural world in which they operate, and allows for critical reflection on individuals' roles within those media.

Curriculum Strands/Categories (this may differ depending on discipline and level)

Knowledge and Understanding: Subject-specific content acquired in each grade/course (knowledge), and the comprehension of its meaning and significance (understanding)

Thinking: The use of critical and creative thinking skills and/or processes

Communication: The conveying of meaning through various forms

Application: The use of knowledge and skills to make connections within and between various contexts

Assessment and Evaluation of Student Achievement

Unit	Unit Title/Description	Achievement Chart Focus
Unit 1	COMMUNICATION AND SEMIOTICS	-Test -Presentation
Unit 2	THE CULTURE OF NEWS	-Written Report
Unit 3	MEDIA: GENDER AND RACE	-Seminar Activity
Unit 4	MEDIA: SOCIAL CONTROL, PROPAGANDA, AND PROFIT	-Test -Written Report
Unit 5	CULMINATING	-Culminating Presentation -Written Exam

Levels of Achievement

For Grades 9 to 12, a student's achievement of the overall curriculum expectations will be evaluated in accordance with the achievement charts in the provincial curriculum and will be reported using percentage marks.

Achievement Level	Percentage Mark Range	Achievement Description
HL4/L4+ L4 LL4/L4-	95 – 100 87 – 94 80 – 86	Level 4 identifies achievement that surpasses the provincial standard. The student demonstrates the specified knowledge and skills with a high degree of effectiveness.
HL3/L3+ L3 LL3/L3-	77 – 79 73 – 76 70 – 72	Level 3 represents the provincial standard for achievement. The student demonstrates the specified knowledge and skills with considerable effectiveness. Parents of students achieving at level 3 can be confident that their children will be prepared for work in subsequent grades/courses
HL2/L2+ L2 LL2/L2-	67 – 69 63 – 66 60 – 62	Level 2 represents achievement that approaches the provincial standard. The student demonstrates the specified knowledge and skills with some effectiveness. Students performing at this level need to work on identified learning gaps to ensure future success.
HL1/L1+ L1 LL1/L1-	57 – 59 53 – 56 50 – 52	Level 1 represents achievement that falls much below the provincial standard. The student demonstrates the specified knowledge and skills with limited effectiveness. Students must work at significantly improving learning in specific areas, as necessary, if they are to be successful in the next grade/course

Students who achieve below 50% have not met curriculum expectations; a credit will not be granted.

Learning Skills	Assessment of Learning Skills
Responsibility Organization Independent Work Collaboration Initiative Self-Regulation	Excellent (E) Good (G) Satisfactory (S) Needs Improvement (N)

Assessment and Evaluation Strategies: the following is a list of potential A/E strategies used within the course; the list may be exhaustive and is subject to change

Weighting by Strands/Categories			
Knowledge and Understanding	17.5%	Communication	17.5%
Thinking	17.5%	Application	17.5%
Culminating Activity	15%	Exam	15%

- | | | | |
|-------------------------------|---|--------------------------------|-------------------------|
| →DIAGNOSTIC TEST | → | WRITING IN ROLE | →CREATIVE WRITING |
| →SKITS | → | INTERVIEWS | →JOURNAL REFLECTIONS |
| →THINK/PAIR/SHARE | → | EDUCATIONAL GAMES | →DEBATES |
| →MONOLOGUES | → | ORAL MEDIA CREATIONS | →MEDIA CREATIONS |
| →VISUAL ART CREATIONS | → | GROUP AND CLASS DISCUSSIONS | →LITERATURE CIRCLES |
| →ON-LINE AND LIBRARY RESEARCH | → | FILM, BOOK AND WEBSITE REVIEWS | →RESEARCH PRESENTATIONS |
| →PARAGRAPH AND ESSAY WRITING | → | SUMMARY/PRÉCIS WRITING | →BOOK TALK |

CALCULATION OF FINAL MARK

- 70% for evaluations conducted throughout the course
- 30% Culminating Assignment – 15% Culminating Activity, 15% Formal Exam

Subject to change at the discretion of the teacher