

IDC4U

Media Studies

**"This course will
make you a
smarter consumer
and a better
business person!"
-Husna
(an actual human)**



**You are being sold.
All the time.
Get ready.**

Gain the knowledge and skill you
need to understand media
communication in the 21st century

They want your business

OPEN YOUR EYES.

Meaningful Work:

Deconstruct Advertisements

Master Presentations

Create Content

Control the Message

Own your Brand

Win the Debate

Spot the Lies

Outsmart the Influencers



Taking
another
class

Taking
Media
Studies



Prereq: HSP3U or ENG3U or CLU3M

Get better, get smarter, get clear.

Learn about the tricks companies and politicians are
using right now to pull your strings!

Questions? email aaron.piercey@tdsb.on.ca.