

Macdonald Collegiate Institute Course Outline

Course Name	MEDIA STUDIES	Grade	12
Course Code	IDC4U	Credit Value	1.0
Pre-Requisite	ENG 3U or NBE3U	Recommended	EMS 30, ADA 3M, HSP 3U
Type of Course	GRADE TWELVE UNIVERSITY LEVEL ENGLISH COURSE (Semester 1)		

Possible Textbooks: *Viewpoints 12*

Replacement Cost: \$52.25 (if lost or damaged)

COURSE DESCRIPTION

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. In addition, students will contextualize and study various mediums and theories to understand Media implications in the 21st Century.

This course will help students develop and consolidate the skills required for and knowledge of different subjects and disciplines to solve problems, make decisions, create personal meaning, and present findings beyond the scope of a single subject or discipline. Students will apply the principles and processes of inquiry and research to effectively use a range of print, electronic, and mass media resources; to analyse historical innovations and exemplary research; and to investigate real-life situations and career opportunities in interdisciplinary endeavours. They will also assess their own cognitive and affective strategies, apply general skills in both familiar and new contexts, create innovative products, and communicate new knowledge.

Curriculum Policy: The Ontario Curriculum, Interdisciplinary Studies, Grades 11-12 (2002), pg. 29-37

<https://www.edu.gov.on.ca/eng/curriculum/secondary/interdisciplinary1112curr.pdf>

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

Knowledge & Understanding: Subject-specific content acquired in each grade/course and the comprehension of its meaning and significance

Thinking/Inquiry: 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	Demonstrations of Learning
1	Media Literacy & Landscapes <i>'The Medium is the Message'</i> -McLuhan	My Media Landscape, McLuhan Presentation, Analysis of Ads Research Articles and Applications of Theory (KICA)
2	Media Effects & (Photo) Journalism <i>What's News(worthy)?</i>	PSE Assignment (Careers in the Field), Research Essay, Media Deconstruction/Marketing Social Justice Lens (KICA)
3	(Mis)representations in Media <i>Critique of the 'Gaze'</i>	Media Conventions, TV Critique, Media Analysis, Film Analysis Film Theory (KICA)
4	Social Media and Trends <i>How does the past inform the future?</i>	Text to Media, Consumption/Consumerism, What's Next? Applications of Theory (KICA)
Final Evaluations	Culminating Activity Final Exam	Media Project & Presentation (KICA)

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)

Weighting by Strands/Categories			
Knowledge & Understanding	17.5%	Communication	17.5%
Thinking	17.5%	Application	17.5%
Culminating Activity/Final Exam 30%			

Assessment and Evaluation Strategies: The following is a list of potential A/E strategies used within the course; wherever possible, assessments will be co-created by the class to encourage deep learning and honour student voice

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| →DIAGNOSTIC | →CREATIVE WRITING | →INTERVIEWS | →JOURNAL REFLECTIONS |
| →DEBATES | →THINK/PAIR/SHARE | → MEDIA CREATIONS | →VISUAL ART CREATIONS |
| →PEER ASSESSMENT | → PRESENTATIONS | →CASE STUDY | →PARAGRAPH & ESSAY |
| →MEDIA REVIEWS | → RESEARCH | →ANALYSIS | →VIDEO/AUDIO/FILM |

CALCULATION OF FINAL MARK
→ 70% For evaluations conducted throughout the course (Coursework)
→ 20% Culminating Activity
→ 10% Final Exam
= TOTAL BREAKDOWN OF FINAL GRADE

**The above is subject to change at the discretion of the teacher*