



# COURSE DESCRIPTION 2011-2012

<b>COURSE NAME:</b>	Media Studies (Option)	<b>LEVEL:</b>	Cycle 2, Year 3
<b>COURSE CODE:</b>	612-514	<b>PERIODS PER CYCLE:</b>	4
<b>TEACHER(S):</b>	<b>E-MAIL ADDRESS:</b>		
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## Subject Area Competencies:

1.	Media Response
50%	- The student becomes critical of media functions, consumption and the influence of media messages
	- The student is able to recognize the positive and negative impact of media messages
	- The student is able to distinguish between reality, imagination, and virtual reality
	- The student is able to appreciate the aesthetic qualities of media productions
Activity Types in this competency: - Class discussion, group discussion, oral presentations, writing assignments	
2.	Media Production
50%	- The student becomes familiar with various modes of communication (knows and observes usage, rules, codes, and conventions associated with different modes of communication)
	- The student becomes familiar with the procedures for producing, constructing and distributing media products
	- The student is able to evaluate the effectiveness of the media product based on reactions of the target audience
Activity Types in this competency: - Photography assignments, Power points, ad analysis and creation, video production, documentaries	

The expectation is for 30 minutes of homework for each one hour of class time.

## **TUTORING AVAILABLE FROM THE TEACHER BY APPOINTMENT.**

Report Cards:

Terms 1, 2, 3	Competencies 1 & 2 Evaluated
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