

Cosby High School

Media Communication, Kenny Cody

email: codyk@cocke.k12.tn.us

SYLLABUS

Course Description:

This course is an examination of the effect and impact of mass media on contemporary life and society. The course covers both the historical evolution of media as well as contemporary developments and issues. Areas of coverage include, newspapers and journalism, magazine and book publishing, radio and television broadcasting, motion pictures, music recording, Internet and social media, cable and satellite communication, advertising and public relations.

State Standards:

11-12.SL.CC.1 Initiate and participate effectively with varied partners in a range of collaborative discussions on appropriate 11th - 12th grade topics, texts, and issues, building on others' ideas and expressing one's own ideas clearly and persuasively.

9-10.SL.CC.1 Initiate and participate effectively with varied partners in a range of collaborative discussions on appropriate 9th- 10th grade topics, texts, and issues, building on others' ideas and expressing one's own ideas clearly and persuasively.

1-12 11-12.SL.CC.2 Integrate multiple sources of information presented in diverse media formats in order to make informed decisions and solve problems; evaluate the credibility and accuracy of each source and note any discrepancies among the data.

9-10 9-10.SL.CC.2 Integrate and evaluate multiple sources of information presented in diverse media formats; evaluate the credibility and accuracy of each source.

Learning Outcomes:

- To increase students' knowledge and understanding of the mass communication process and the mass media industries.
- To increase students' awareness of how they interact with those industries and with media content to create meaning.
- To help students become more skilled and knowledgeable consumers of media content.
- To develop students' understanding of the relationships among communication, mass communication, culture, and those who live in the culture.
- To recognize trends in mass media, especially concentration of ownership and conglomeration, globalization, audience fragmentation, public relations, hyper---commercialism, convergence, and the move toward digital distribution of mass media product.
- To understand the history and development of individual mass media technologies, and the industries and employment opportunities that have grown up around them.

- To apply students' enhanced understanding of mass communication theory toward improving their own media literacy skills.
- To demonstrate students' understanding of freedom, regulatory, and ethical issues as applied to both mass media industries and individual use of the mass media.

Grading Concerns:

Grades will be posted on Aspen. Please check your grades carefully. Though I take great care to be accurate, occasionally a mistake is made. If you have any questions about the grade you received on an assignment or your final grade for the course, please ask me about it. If a mistake is discovered, I will change your grade appropriately. For this reason, it is important that you always save any written evaluations returned to you until well after the semester is over.