



Loyola

HIGH SCHOOL

SECONDARY III MEDIA HISTORY

Ms. Craton

Your generation has more access to media than any other in history. You have your choice of cell phones, tablets, computers, games (all NEW media) and TV's, radios, newspapers, magazines, landlines (all OLD MEDIA). And no doubt there will be more devices you use to communicate with a mass audience and individuals before the year is out. Your generation is living through an earthquake – a symbol we will use time and time again in this course.

The media are changing how humans live their lives so rapidly and dramatically that it is essential we understand how media shape our lives. Broadcast television is being replaced by tv show downloads; newspapers are being replaced by blogs; telephone conversations are being replaced by text messages. What will be the newest, latest medium that changes the world? Where will Facebook and Youtube, Twitter and Instagram be in 10 years? It is therefore important that we are aware of the influence media has on what we think, buy, sell, value and believe. The course explores the evolution of the old media into the new.

COURSE CONTENT

First, we will look critically at various “old” media which have influenced human behaviour in the 20th century. These media include:

- the invention of the printing press and the first printed books and human literacy,
- the rise and fall of mass media - magazines and daily newspapers
- the invention and sudden availability of radio and television.

Students will explore the history and content of these media. How did they change the way people lived?

We will then explore the evolution of the old media into the media of the 21st century. We will explore how news, information, entertainment, education are delivered these days. How have the internet, Facebook, Google, etc. changed what gets into our heads. And we will explore how we ourselves create and distribute information, entertainment and these days with Youtube, Instagram, Facebook, etc.. Are these changes making a difference in our lives and the world and even the way our brains work? (The answer is yes.)

COMPETENCIES

Upon completion of the course, students will:

- Appreciate the power of media to influence individuals and society;
- Analyze media using codes and conventions;
- Create media for personal and social reasons.

REQUIREMENTS

You must:

- bring a three ring binder with paper and all handouts to date to every class
- take and keep notes, and must maintain an organized binder

participate in class discussions
do homework and major production assignments

EVALUATION

Term One 20% of the year

- Tests
- Research project
- Presentations
- Homework assignments
- Class participation

Term Two 20% of the year

- Tests
- Research project
- Presentations
- Homework assignments
- Class participation

Term Three 60% of the year

- Major research presentation
- Class participation
- Reflection
- Self-evaluation

ALL ASSIGNMENTS MUST BE WRITTEN IN PEN OR WORD PROCESSED. ALL ASSIGNMENTS MUST BE DOUBLE SPACED.

LATE PENALTIES

All major assignments are given at least 7 days before the due date. These major assignments must be handed in during the class they are due. If they are not, 20% will be deducted from the mark. If the assignment is not handed in the following day, the mark for the assignment is zero. This policy applies to major assignments for which the student has had at least a week to complete and not to regular short notice "homework". Students are encouraged to get an "email buddy" who can hand in assignments if a student is unexpectedly sick or incapacitated. Students are also encouraged to hand in assignments early "just in case". Ms. Craton does not accept emailed assignments unless it is expressly stated in writing on the assignment.

TABLET USE

Tablets will be used occasionally for informal research. If not given permission to use tablets, students must keep them off the desk.

OFFICE HOURS

Ms. Craton is happy to meet with students who may have questions or require additional help. She is available for consultation at 7:50 am Day 2, 3, 4, 5, and 6. She is also available by appointment Wednesday after school, during the morning break and at lunch hour.