



Grade Eleven English Media Studies  
**EMS 30**  
Course Outline  
Sir Wilfrid Laurier S.S.

## **COURSE DESCRIPTION:**

This course emphasizes knowledge and skills that will enable students to understand media communication in the twenty-first century and to use media effectively and responsibly. Through analysing the forms and messages of a variety of media works and audience responses to them, and through creating their own media works, students will develop critical thinking skills, aesthetic and ethical judgement, and skills in viewing, representing, listening, speaking, reading, and writing. (1 credit)

## **COURSE CONTENT:**

### **UNIT 1: Introduction: Media and Popular Culture (4 weeks)**

- Defining media, defining forms of media, media codes and conventions, genres, semiotics, the language of cinema
- Key Assignments: Hollywood Movie Report, Unit Test

### **UNIT 2: Seeing our World: Media and Representations of Reality (4 weeks)**

- "Reality" in television and documentary films; representations of social and racial groups; celebrity worship and image creation.
- Key Assignment: Persuasive Essay

### **UNIT 3: Selling our World: Media, Advertising and Public Relation (4 weeks)**

- Advertising claims and techniques; demographics; branding; public relations and image management; ethical concerns
- Key Assignment: Sir Wil Branding Assignment

### **UNIT 4: Understanding our World: Ideology, Values and the Impact of Media on Society (6 weeks)**

- Bias in television and print journalism, media conglomerates, censorship and propaganda, media environments
- Key Assignment: Summative Research Assignment

## **EVALUATION:**

<b>Course Work 70%</b>	<b>Summative 30%</b>
<ul style="list-style-type: none"><li>● 70% of the final grade will be based on evaluation of the overall expectations in the four strands of Understanding Media Texts, Media and Society, The Media Industry, and Producing and Reflecting on Media Texts.</li></ul>	<ul style="list-style-type: none"><li>● 30 % of the final grade will be based on two or more tasks covering the overall expectations.</li></ul>