

Title

Type

Document

Authors

Subject

Course

Grade(s)

Location

Curriculum Writing History

Notes

Attachments

Mass Media

Individual

Map

Loretta Radulic, Marc Cicchino

Language Arts Literacy

Television Production , Journalism I

09

Roxbury High School

Title : Mass Media
Type : Individual

	September				October				November				December				January				February				March				April				May				June			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
September/Week 1 - October/Week 5																																								
Introduction to Mass Media/Communication																																								
October/Week 6 - November/Week 10																																								
Introduction to Radio																																								
November/Week 11 - December/Week 15																																								
Introduction to Newsprint Media																																								
December/Week 16 - January/Week 20																																								
Introduction to Film																																								
February/Week 21 - March/Week 25																																								
Introduction to Broadcast/Television Journalism																																								
March/Week 26 - April/Week 30																																								
Introduction to Children's Television																																								
April/Week 31 - May/Week 35																																								
Introduction to Internet Media																																								

Duration: September/Week 1 - October/Week 5			
UNIT NAME: Introduction to Mass Media/Communication			
Enduring Understandings	Essential Questions	Knowledge	Skills
<ul style="list-style-type: none"> • Media has changed society. • There are many forms of communication in our society. • The development of new media outlets has greatly impacted American Culture. 	<p>Overarching:</p> <ul style="list-style-type: none"> • What is Mass Media & Mass Communication? <p>Topical:</p> <ul style="list-style-type: none"> • What role does the Media play in our society? • How has it impacted our youth? • How has it changed the way we communicate? • What mediums of communication are being used? • What forms of communication are declining because of advancements in technology? 	<ul style="list-style-type: none"> • Definition of Mass Media • Definition of Communication • Shannon Weaver Communication Model 	<ul style="list-style-type: none"> • Identify Media Outlets • Identify Communication Model • Identify noise in the Communication Model • recognize the impact improved technology has had in Mass Communication •
Plans:			

Title : Mass Media
Type : Individual

Duration: October/Week 6 - November/Week 10

UNIT NAME: Introduction to Radio

Enduring Understandings	Essential Questions	Knowledge	Skills
<ul style="list-style-type: none"> • Radio plays an important communication role in our society. • Enhancements to technology have changed the field of Radio. • Radio held one of the first roles in mass communication and greatly impacted popular culture. 	<p>Overarching:</p> <ul style="list-style-type: none"> • What was the greatest impact radio had on society? <p>Topical:</p> <ul style="list-style-type: none"> • How did Radio Programming begin? • What was it originally designed for? • How has Radio programming changed over the past 50 years? • How has money and technology helped evolve radio programming? 	<ul style="list-style-type: none"> • Students will know the Definition of Radio Terms such as • AM • FM • Wave • Frequency • Students will know the definition of Popular Culture • 	<ul style="list-style-type: none"> • Students will be able to outline the history of radio. • Students will be able to see the connections with the improvement of technology and the growth/ decline of Radio Programming. • Students will be able to have a better understanding of the original design of radio and its purpose in our society.

Plans:

Duration: November/Week 11 - December/Week 15

UNIT NAME: Introduction to Newsprint Media

Enduring Understandings	Essential Questions	Knowledge	Skills
<ul style="list-style-type: none"> • Newspapers have played an important role in our country for many years. • The invention of the printing press has been known to be one of the greatest advancements of man. • Improvements in technology over the past 10 years have dramatically changed the news industry. • Newspapers serve as one of our main forms of communication. • Careers in journalism have been greatly impacted by improved technology. 	<p>Overarching: How have ethics changed for newsreporting and what are the implications on American values?</p> <p>Topical:</p> <ul style="list-style-type: none"> • When was the printing press designed? • What was the purpose of newspapers? • How were they funded? • What are the ethics a journalist needs to follow? • How has the career of a print journalist changed over the past few years? • What skills does a newspaper journalist need to have to be successful in his/her career? 	<ul style="list-style-type: none"> • Students will know the history of the newspaper/printing press. • Students will know how to conduct an interview. • Students will know the professional code of ethics for journalists. 	<ul style="list-style-type: none"> • Students will be able to conduct and report on an interview. • Students will be able to demonstrate professional ethics in writing. • Students will be able to identify the changes in the newsprint industry.

Plans:

Title : Mass Media

Type : Individual

Duration: December/Week 16 - January/Week 20

UNIT NAME: Introduction to Film

Enduring Understandings	Essential Questions	Knowledge	Skills
<ul style="list-style-type: none">• Film is an art that serves to entertain and educate society.• This medium of communication is always changing and new forms of animation have greatly altered the film industry.	<p>Overarching:</p> <ul style="list-style-type: none">• Why have many fine made their way on the big screen? <p>Topical:</p> <ul style="list-style-type: none">• What is the history of film in America?• What are some of the classics that serve as the foundation for the industry?• How has film advanced through the years?• What impact does the film industry have on popular culture? Are "re-makes" of our classic films successful?	<ul style="list-style-type: none">• Students will know the historic icons of our film industry.• Students will know the terminology associated with film.	<ul style="list-style-type: none">• Students will be able to identify historic films in our country.• Students will be able to understand the use of symbolism in films.• Students will be able to know what makes a film successful.• Students will be able to identify the role consumerism plays to promote the film industry.

Plans:

Duration: February/Week 21 - March/Week 25

UNIT NAME: Introduction to Broadcast/Television Journalism

Enduring Understandings	Essential Questions	Knowledge	Skills
<ul style="list-style-type: none"> • Television programming has dramatically changed American culture and society. • Television has evolved over time. • Historically, television did not even run 24-hours, today, television programming is everywhere and costs involved for consumers has continued to grow. • Public television programming is almost non-existent and commercialism has driven this industry to new heights. 	<p>Overarching:</p> <ul style="list-style-type: none"> • How has television impacted society? <p>Topical:</p> <ul style="list-style-type: none"> • How has television changed through the years? • What was it originally designed for? • What types of programming served as the foundation of industry? • How have advancements changed the industry? • How has corporate television battled against public television programming and what impact has that had on the public? • Is television accessible to everyone? • What are the costs associated with television programming in our area? • Is the industry respected? 	<ul style="list-style-type: none"> • Students will know the viewers costs associated with television programming in homes. • Students will know the history associated with the television industry. 	<ul style="list-style-type: none"> • Students will be able to identify the difference between public and commercial television. • Students will be able to describe the largest media companies. • Students will be able to discuss the costs associated with television in the home. • Students will be able to identify the growth of the television industry with improved technology.

Plans:

Title : Mass Media
Type : Individual

Duration: March/Week 26 - April/Week 30

UNIT NAME: Introduction to Children's Television

Enduring Understandings	Essential Questions	Knowledge	Skills
<ul style="list-style-type: none"> • Children's television programming is one of the largest programs in the industry. • Studies show viewership from an early age can have adverse effects on our youth. • Many programs developed today are designed to teach children social and emotional skills to be successful communicators. • The children's television industry is commercialized and marketed to more than children. 	<p>Overarching:</p> <ul style="list-style-type: none"> • What role does children's television play in our society. <p>Topical:</p> <ul style="list-style-type: none"> • How did children's television develop? • What was the original focus and how has that changed today? • How has commercialism fueled the television industry? • Is television programming appropriately supporting the emotional development of our young people? 	<ul style="list-style-type: none"> • Students will know the foundation of children's television programming. • Students will know terms associated within the industry. • Students will know the corporate sponsors affiliated with popular television shows. 	<ul style="list-style-type: none"> • Students will be able to identify the difference between television shows supported by the public or commercial industries. • Students will be able to identify the target audience for programs previewed. • Students will be able to analyze programs to be able to reveal the plot or meaning proposed.
<p>Plans:</p>			

Duration: April/Week 31 - May/Week 35

UNIT NAME: Introduction to Internet Media

Enduring Understandings	Essential Questions	Knowledge	Skills
<ul style="list-style-type: none"> • The Internet is a fairly new medium of communication that is constantly changing. • This new medium of communication has drastically changed the Mass Media industry in every aspect of its existence. • The Internet is a commercial medium that has many meanings. • It is used to inform, educate, entertain, chronicle and at times harass and mislead it's users both directly and indirectly. 	<p>Overarching:</p> <ul style="list-style-type: none"> • How has the Internet positively changed the way we communicate and what are the negative implications if any? <p>Topical:</p> <ul style="list-style-type: none"> • What is the Internet and how did it come about? • Is this new medium of communication changing the way the Mass Media works? • Will this new medium serve as the clearinghouse for all Mass Media in the future? • What was the initial purpose of the Internet when it was developed? • How is it used to inform the public? Who are the users or viewers of the Internet and what role does it play in peoples lives? 	<ul style="list-style-type: none"> • Students will know the major role the Internet plays in the Mass Media. • Students will know the history of the Internet and how it was developed. • Students will know the costs associated with home internet use. 	<ul style="list-style-type: none"> • Students will be able to provide the history of the Internet. • Students will be able to use the Internet for educational research. • Students will be able to decipher the positive and negative implications the Internet has in their life. • Students will be able to safely use the internet and protect the privacy. • Students will decern the difference between valid and fraudulent links.

Plans: