



VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

Department of Teaching & Learning
Parent/Student Course Information

Media Studies Grade 9-12
(LA1445)

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

Media Studies, a full-year English elective, is a study of visual communication and mass media which emphasizes nonverbal communication, graphic arts, advertising, television, and film. This course presents the development and production techniques of the various media. Through analysis of visual messages, students learn to become effective consumers.

PREREQUISITE

None

OPTIONS FOR NEXT COURSE

None.

REQUIRED STUDENT TEXTBOOK

Mass Media in a Changing World, Second Edition, George Rodman
Understanding the Film, 5th Edition

READING SELECTIONS

A variety of resources will be used.

VIRGINIA BEACH OBJECTIVES

1. Explain the role of perception in communication

- 1.1 Analyze the characteristics and functions of the perception process.
- 1.2 Recognize the filter systems which affect perception.
- 1.3 Identify physical, social, and cultural factors which influence perception.
- 1.4 Explain how self-concept affects perception.
- 1.5 Recognize common perception errors.

2. Analyze the communication process

- 2.1 Define communication.
- 2.2 Recognize the importance and pervasiveness of communication in daily life.
- 2.3 Explain the functions of communication.
- 2.4 Analyze communication models.
- 2.5 Evaluate misconceptions about communication.

3. Interpret nonverbal communication

- 3.1 Define nonverbal communication.
- 3.2 Distinguish between verbal and nonverbal communication.
- 3.3 Identify the characteristics of nonverbal communication.
- 3.4 Explore types of nonverbal communication: kinesics, paralanguage, and proxemics.
- 3.5 Analyze the effects of color, architecture, and design on the communication process.
- 3.6 Explain how visual, perceptual, and nonverbal messages relate to the communication process.

4. Demonstrate an understanding of visual literacy as part of the communication process

- 4.1 Define and illustrate the visual vocabulary (e.g., color, shape, point of view, framing, motion, juxtaposition).
- 4.2 Define visual literacy as a language.
- 4.3 Distinguish between visual and verbal literacy.
- 4.4 Identify and explain types of visual expression.
- 4.5 Develop analytic skills in viewing visual messages.

5. Demonstrate an understanding of the use of signs and symbols in the communication process

- 5.1 Identify the characteristics and functions of signs.
- 5.2 Illustrate types of signs: identification and instruction.
- 5.3 Identify the characteristics and functions of symbols.
- 5.4 Illustrate types of symbols: universal, cultural, personal, status.
- 5.5 Discriminate between signs and symbols.

6. Interpret the role of mass media in society

- 6.1 Define mass media.
- 6.2 Distinguish mass media from other forms of communication.
- 6.3 Trace the general development of mass media.
- 6.4 Identify the constitutional protection of freedom of speech and press in the United States.
- 6.5 Evaluate the controls in broadcasting: FCC, FTC, socio-economic, and audience.
- 6.6 Analyze the use of stereotypes in mass media.
- 6.7 Analyze the influence that mass media have on language and thought.
- 6.8 Interpret new trends in media and technology and forecast their future effects.

7. Interpret photographic messages

- 7.1 Identify the parts and functions of a single lens reflex camera.
- 7.2 Analyze and evaluate photographs for picture composition.
- 7.3 Analyze and evaluate photographs for aesthetics.
- 7.4 Analyze and evaluate photojournalism as mass media.

8. Evaluate newspapers and magazines as mass media

- 8.1 Identify the characteristics and functions of print media.
- 8.2 Compare print news media with other news media.
- 8.3 Trace the history of the American newspaper.
- 8.4 Trace the history of the American magazine.
- 8.5 Analyze and compare the role of opinion and objectivity in newspapers and magazines.
- 8.6 Interpret the language and techniques of comics and cartoons.
- 8.7 Develop criteria for consumer evaluation of print media.

9. Evaluate electronic media

- 9.1 Trace the key events in the history of radio and television.
- 9.2 Identify the characteristics and functions of electronic media.
- 9.3 Recognize the relationship among audience, sponsor, and content of electronic media.

- 9.4 Analyze the impact of electronic media on society.
- 9.5 Develop criteria for consumer evaluation of electronic media.

10. Demonstrate a knowledge of all aspects of advertising in mass media

- 10.1 Trace the history of advertising in the United States.
- 10.2 Recognize advertising claims, appeals, and techniques.
- 10.3 Compare the advertising of various media.
- 10.4 Analyze the impact of advertising on society.
- 10.5 Develop criteria for evaluating advertising messages.

11. Analyze and interpret film as mass media

- 11.1 Recognize the key events in the development of the American film industry.
- 11.2 Explain the mechanics of film.
- 11.3 Interpret and apply the grammar of film.
- 11.4 Identify film genres.
- 11.5 Analyze and critique films.

Dr. Aaron C. Spence, Superintendent
Virginia Beach City Public Schools
2512 George Mason Drive, Virginia Beach, VA 23456-0038

Produced by the Department of Media and Communications for the Department of Teaching and Learning.
For further information please call (757) 263-1070.

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