

CURRICULUM OVERVIEW

Media Studies



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Media Studies Course Overview

This course is part of a worldwide educational movement called media literacy. The goal of the media literacy movement is to educate people about how the media impacts both individuals and society. Students will examine media such as magazines, the Internet, video games, and movies. They'll learn the kinds of strategies that advertisers use to persuade people to buy products. They'll also explore how news broadcasters choose which stories to air. Lessons and projects encourage students to examine ways in which media helps shape our culture and the ways in which our culture shapes the media. While many media literacy courses focus upon learning how to make media, this one will focus exclusively on analyzing the media.

This course has 1 semester-length unit containing 31 instructional lessons and 20 projects. Most lessons in this course are designed to take 1-2 days to complete, while most projects take 2-3 days.

Unit 1: Media Studies	
Assignments	
Media Studies	1. Course Overview
	2. That's Entertainment
	3. Media Effects
	4. Project: Media Effects
	5. How People Use the Media
	6. Project: How People Use the Media
	7. Who Owns the Media
	8. Introduction to News
	9. Project: Introduction to News
	10. What Is Newsworthy
	11. Objectivity
	12. News Bias
	13. Project: News Bias
	14. Advertising
	15. Project: Advertising
	16. Advertising and Persuasion
	17. Project: Advertising and Persuasion
	18. Advertising, Children, and Teens
	19. Project: Advertising, Children, and Teens
	20. Public Relations
	21. Project: Public Relations
	22. Television as a Business
	23. Television and Culture 1950s
	24. Project: Television and Culture 1950s
	25. Television and Culture 1960s and 1980s
	26. Television as Business: Ratings
	27. Television as Business: Minimizing the Risk
	28. Project: Television as Business: Minimizing the Risk
	29. The Internet Introduction
	30. Interpersonal Communication the Internet
	31. Project: Interpersonal Communication the Internet
	32. Internet Safety
	33. Movies
	34. Project: Movies
	35. Magazines: Introduction
	36. Project: Magazines: Introduction
	37. Violence in the Media: Attitudes
	38. Project: Violence in the Media: Attitudes
	39. Violence in the Media: Exaggerated
	40. Project: Violence in the Media: Exaggerated
	41. Video Game Violence
	42. African American Stereotypes in the Media
	43. Other Minority Representations in the Media
	44. Project: Other Minority Representations in the Media
	45. Televised Political Ads
	46. Project: Televised Political Ads
	47. Media Coverage of Wars
	48. Media Coverage of Disasters
	49. Project: Media Coverage of Disasters
	50. Media Coverage of September 11
	51. Project: Media Coverage of September 11
	52. Special Project*
	53. Glossary and Credits

(*) Indicates alternative assignment