

English Planned Course – Media Literacy

Unit: **Visual Culture**

State Curriculum Standard: **1.1.11 Learning to read independently**
 1.2.11 Learning to read in the content areas
 1.4.11 Types of writing
 1.5.11 Quality of writing
 1.6.11 Speaking and listening

PSSA Anchor: **See Checklist**

Appendix: **A. PA Academic Standards for Reading, Writing, Speaking and Listening - Grade 11**
 B. PSSA Reading Assessment Anchors Checklist – Grade 11
 C. PSSA Writing Rubrics
 D. PSSA Reading Rubric
 E. PSSA Assessment Anchor Glossary

Course Content	Student Performance	Resources	Assessments
A. Visual Culture and Society B. Material Culture C. The Visual Culture of Media D. The Visual Culture of Color E. The Visual Culture of People F. Language and the Written Word	<ul style="list-style-type: none"> • Appreciate the importance of visual culture in human society • Understand the impact of technology on visual culture • Generate material culture of their own • Incorporate design elements • Understand social and economic forces that influence the media • Recognize how the media influences our perception of reality • Understand the impact of color on human thought, attitudes, and opinions • Recognize how gender, social and racial stereotypes affect perception • Recognize the social and political power of reading literacy • Demonstrate fluency and comprehension in reading 	<ul style="list-style-type: none"> • <u>Media Literacy: Thinking Critically about Visual Culture</u> (Paxson 2005) • <i>Just Do Media Literacy</i> • <i>Media Alert</i> • <i>Visual Messages</i> • Online resources via the library website • Various daily newspapers • Various periodicals • Various video clips from current television 	<ul style="list-style-type: none"> • Tests and quizzes • Classroom discussions • Written responses • Cooperative learning activities • Oral presentations • Individual and group projects • Teacher generated activities • Published worksheets

English Planned Course – Media Literacy

Unit: **Sex and the Media**

State Curriculum Standard: **1.1.11 Learning to read independently**
 1.2.11 Learning to read in the content areas
 1.4.11 Types of writing
 1.5.11 Quality of writing
 1.6.11 Speaking and listening

PSSA Anchor: **See Checklist**

Appendix: **A. PA Academic Standards for Reading, Writing, Speaking and Listening - Grade 11**
 B. PSSA Reading Assessment Anchors Checklist – Grade 11
 C. PSSA Writing Rubrics
 D. PSSA Reading Rubric
 E. PSSA Assessment Anchor Glossary

Course Content	Student Performance	Resources	Assessments
A. Sex and Society B. Sex and Advertising C. Sex, Movies, and Videos D. Sex and Music E. Sex and Television F. Sex and the Internet G. Sex and the Future	<ul style="list-style-type: none"> Realize the pervasiveness of sexual imagery in the media Recognize how the media uses sexual media, themes and stereotypes Understand the movie rating system Recognize the sexual message in lyrics and music videos Comprehend how television reflects and influences gender perception Identify how the internet is changing sexual and romantic connotations Understand the role of the media in discussion of shifting gender roles Participate in small and large group discussions and presentations 	<ul style="list-style-type: none"> <u>Media Literacy: Thinking Critically about Sex in the Media</u> (Paxson 2005) <i>Killing Us Softly</i> Online resources via the library website Various daily newspapers Various periodicals Various video clips from current television 	<ul style="list-style-type: none"> Tests and quizzes Classroom discussions Written responses Cooperative learning activities Oral presentations Individual and group projects Teacher-generated activities Published worksheets

English Planned Course – Media Literacy

Unit: **Newspapers and Magazines**

State Curriculum Standard: **1.1.11 Learning to read independently**
 1.2.11 Learning to read in the content areas
 1.4.11 Types of writing
 1.5.11 Quality of writing
 1.6.11 Speaking and listening

PSSA Anchor: **See Checklist**

Appendix: **A. PA Academic Standards for Reading, Writing, Speaking and Listening - Grade 11**
 B. PSSA Reading Assessment Anchors Checklist – Grade 11
 C. PSSA Writing Rubrics
 D. PSSA Reading Rubric
 E. PSSA Assessment Anchor Glossary

Course Content	Student Performance	Resources	Assessments
A. Newspapers and Magazines, Past and Present B. Newspapers and Society C. Magazines and Society D. Newspapers, Magazines and You E. The Business of Newspapers and Magazines F. Newspapers and Magazines in the Future	<ul style="list-style-type: none"> Identify and/or describe intended purpose of text. Interpret, describe and analyze the characteristics and uses of facts and opinions in nonfiction texts Appreciate the historical and cultural context of print media Identify the social, economic, and political impact of newspapers Understand the impact of commercial interests on magazine content Explore free speech. Evaluate the financial and economic issues of print media Understand how technology has impacted print media Write with a sharp, distinct focus Write using well-developed content appropriate for the topic Write with logical order 	<ul style="list-style-type: none"> <u>Media Literacy: Thinking Critically about Newspapers and Magazines</u> (Paxson 2005) <i>The Fourth Estate</i> <i>Media Interrupted</i> Online resources via the library website Various daily newspapers Various periodicals 	<ul style="list-style-type: none"> Tests and quizzes Classroom discussions Written responses Cooperative learning activities Oral presentations Individual and group projects Teacher generated activities Published worksheets

English Planned Course – Media Literacy

Unit: **The Internet**

State Curriculum Standard: **1.1.11 Learning to read independently**
 1.2.11 Learning to read in the content areas
 1.4.11 Types of writing
 1.5.11 Quality of writing
 1.6.11 Speaking and listening

PSSA Anchor: **See Checklist**

Appendix: **A. PA Academic Standards for Reading, Writing, Speaking and Listening - Grade 11**
 B. PSSA Reading Assessment Anchors Checklist – Grade 11
 C. PSSA Writing Rubrics
 D. PSSA Reading Rubric
 E. PSSA Assessment Anchor Glossary

Course Content	Student Performance	Resources	Assessments
A. The History and Future of the Internet B. The Internet and Society C. The Internet and Business D. The Internet and You	<ul style="list-style-type: none"> • Appreciate the historical context of the internet • Develop an understanding of the internet's ability to foster communities • Understand the commercial nature of the internet • Investigate ethical challenges presented by the internet • Establish a reading vocabulary by identifying and correctly using new words acquired through the study of their relationship to other words 	<ul style="list-style-type: none"> • <u>Media Literacy: Thinking Critically about the Internet</u> (Paxson 2005) • Online resources via the library website • Various daily newspapers • Various periodicals • Various video clips from current television 	<ul style="list-style-type: none"> • Tests and quizzes • Classroom discussions • Written responses • Cooperative learning activities • Oral presentations • Individual and group projects • Teacher-generated activities • Published worksheets

English Planned Course – Media Literacy

Unit: **Television**

State Curriculum Standard: **1.1.11 Learning to read independently**
 1.2.11 Learning to read in the content areas
 1.4.11 Types of writing
 1.5.11 Quality of writing
 1.6.11 Speaking and listening

PSSA Anchor: **See Checklist**

Appendix: **A. PA Academic Standards for Reading, Writing, Speaking and Listening - Grade 11**
 B. PSSA Reading Assessment Anchors Checklist – Grade 11
 C. PSSA Writing Rubrics
 D. PSSA Reading Rubric
 E. PSSA Assessment Anchor Glossary

Course Content	Student Performance	Resources	Assessments
A. The Television Industry B. Consuming Television C. Situation Comedies D. Dramas E. News F. Sports G. Talk Shows and Reality Programming	<ul style="list-style-type: none"> Understand the economic agenda of television driven by advertising Recognize television's role in the American society Understand the narrative structure of television programs Evaluate television's reliance on violence and dramatic tension Understand how social and economic agendas affect the news Understand the role televised sports play in our culture Evaluate the consequences of "extreme" television programs Use media for learning purposes 	<ul style="list-style-type: none"> <u>Media Literacy: Thinking Critically about Television</u> (Paxson 2005) Online resources via the library website Various daily newspapers Various periodicals Various video clips from current television 	<ul style="list-style-type: none"> Tests and quizzes Classroom discussions Written responses Cooperative learning activities Oral presentations Individual and group projects Teacher-generated activities Published worksheets

English Planned Course – Media Literacy

Unit: **Movies**

State Curriculum Standard: **1.1.11 Learning to read independently**
 1.2.11 Learning to read in the content areas
 1.4.11 Types of writing
 1.5.11 Quality of writing
 1.6.11 Speaking and listening

PSSA Anchor: **See Checklist**

Appendix: **A. PA Academic Standards for Reading, Writing, Speaking and Listening - Grade 11**
 B. PSSA Reading Assessment Anchors Checklist – Grade 11
 C. PSSA Writing Rubrics
 D. PSSA Reading Rubric
 E. PSSA Assessment Anchor Glossary

Course Content	Student Performance	Resources	Assessments
A. History of Movies B. Movies and Society C. Movies as Narrative D. Common Themes E. Mechanics of Movies F. Business of Movies	<ul style="list-style-type: none"> Understand the role movies play in social, political and topical concerns Examine Hollywood's treatment of race, gender, disabilities, crime and violence Examine the basic elements of storytelling Explore the relationship between movies, music and emotions Examine how entertainment companies market movies to certain populations View and evaluate different movies, documentaries, and other film genres 	<ul style="list-style-type: none"> <u>Media Literacy: Thinking Critically about Movies</u> (Paxson 2005) <i>Pay It Forward</i> movie <i>The Emperor's Club</i> movie Online resources via the library website Various daily newspapers Various periodicals Various video clips from current television 	<ul style="list-style-type: none"> Tests and quizzes Classroom discussions Written responses Cooperative learning activities Oral presentations Individual and group projects Teacher-generated activities Published worksheets

English Planned Course – Media Literacy

Unit: **Music and the Media**

State Curriculum Standard: **1.1.11 Learning to read independently**
 1.2.11 Learning to read in the content areas
 1.4.11 Types of writing
 1.5.11 Quality of writing
 1.6.11 Speaking and listening

PSSA Anchor: **See Checklist**

Appendix: **A. PA Academic Standards for Reading, Writing, Speaking and Listening - Grade 11**
 B. PSSA Reading Assessment Anchors Checklist – Grade 11
 C. PSSA Writing Rubrics
 D. PSSA Reading Rubric
 E. PSSA Assessment Anchor Glossary

Course Content	Student Performance	Resources	Assessments
A. Our Musical Heritage B. Radio C. The Message of Music D. How We Use Music E. Music and Society F. The Business of Music	<ul style="list-style-type: none"> Understand the role music plays in defining culture. Explore radio as a broadcast medium Recognize both the objective and subjective nature of music Assess the pervasiveness of music in our society Assess the role of music as it helps teenagers create a sense of self-identity Understand the marketing of music Paraphrase and summarize as needed 	<ul style="list-style-type: none"> <u>Media Literacy: Thinking Critically about Music and Media</u> (Paxson 2005) <i>Empire of the Air</i> Online resources via the library website Various daily newspapers Various periodicals Various video clips from current television Various audio clips from current radio 	<ul style="list-style-type: none"> Tests and quizzes Classroom discussions Written responses Cooperative learning activities Oral presentations Individual and group projects Teacher-generated activities Published worksheets

English Planned Course – Media Literacy

Unit: **Advertising**

State Curriculum Standard: **1.1.11 Learning to read independently**
 1.2.11 Learning to read in the content areas
 1.4.11 Types of writing
 1.5.11 Quality of writing
 1.6.11 Speaking and listening

PSSA Anchor: **See Checklist**

Appendix: **A. PA Academic Standards for Reading, Writing, Speaking and Listening - Grade 11**
 B. PSSA Reading Assessment Anchors Checklist – Grade 11
 C. PSSA Writing Rubrics
 D. PSSA Reading Rubric
 E. PSSA Assessment Anchor Glossary

Course Content	Student Performance	Resources	Assessments
A. The History of Advertising B. Consuming Ads C. Advertising and Females D. Advertising and Males E. Television and Radio Advertising F. Print and Outdoor Advertising G. Advertising and the Internet	<ul style="list-style-type: none"> Describe and/or analyze the effectiveness of bias and propaganda techniques in nonfiction text Assess economic consequences of advertising Examine demographics in advertising Examine celebrity endorsements Assess the impact advertising has on women's body image, health and self-esteem issues Examine how advertisers incorporate traditional male associations Explore radio as an information and entertainment medium Identify attention-getting techniques in print advertising Understand the influence of advertising on the internet Write with sharp, distinct focus Write using well-developed content appropriate for topic 	<ul style="list-style-type: none"> <u>Media Literacy: Thinking Critically about Advertising</u> (Paxson 2005) <i>Propaganda and Critical Thinking</i> <i>How Tobacco and Alcohol Hook Them</i> <i>Why You Buy</i> <i>The Persuaders</i> <i>Why Ads Work</i> <i>Brand Marketing</i> <i>Positioning: How Advertising Shapes Perception</i> <i>Packaging: The Science of Temptation</i> <i>Psycho-Sell: Advertising and Persuasion</i> Online resources via the library website Various daily newspapers Various periodicals Various video clips from current television Various audio clips from current radio 	<ul style="list-style-type: none"> Tests and quizzes Classroom discussions Written responses Cooperative learning activities Oral presentations Individual and group projects Teacher generated activities Published worksheets

English Planned Course – Media Literacy

Text & Resource List

- Media Literacy: Thinking Critically about Visual Culture (Paxson 2005)
- Media Literacy: Thinking Critically about Sex in the Media (Paxson 2005)
- Media Literacy: Thinking Critically about Newspapers and Magazines (Paxson 2005)
- Media Literacy: Thinking Critically about the Internet (Paxson 2005)
- Media Literacy: Thinking Critically about Television (Paxson 2005)
- Media Literacy: Thinking Critically about Music and Media (Paxson 2005)
- Media Literacy: Thinking Critically about Advertising (Paxson 2005)
- Branded: The Buying and Selling of Teenagers (Quart 2003)
- Media Matters (Southwestern)

Videos:

- Violence in the Media with Mike Wallace
- Supermarket Persuasion
- Fact or Fiction; Misleading Statistics
- Who's Raising your Child?
- Tough Guise
- Propaganda and Critical Thinking
- How Tobacco and Alcohol Hook Them
- Just Do Media Literacy
- Media Alert
- Reversing Addiction
- Understanding Media
- Visual Messages
- Empire of the Air
- The Fourth Estate
- It Makes Good Cents
- Why You Buy
- Media Interrupted
- Killing Us Softly
- The Persuaders
- Why Ads Work
- Brand Marketing
- Positioning: How Advertising Shapes Perception
- Packaging: The Science of Invisible Persuaders
- Temptation
- Psycho-Sell: Advertising and Persuasion
- Invasion from Mars radio transcript
- A & E's Top Ten Commercials
- Pay It Forward (2000)

Media Literacy
Text & Resource List
Page 2

- The Emperor's Club (2002)
- Online resources via the library website
- Various daily newspapers
- Various periodicals
- Various video clips from current television
- Various audio clips from current radio