



**2017-2018**

## **Media Literacy with Ms. Ball**

### **Semester 1: Advertising, Forms of Media, Topics in Media**

In preparing students for the 21<sup>st</sup> century, a majority of work that students complete for American Literature I will be online. The purpose for this is: 1) colleges and universities will have an online component to their classes, if not being completely online; 2) to cut down on paper; 3) to get students comfortable with the ever-changing world of technology, and 4) to give parents/guardians a chance to be involved in their student's education. With work being online both in and out of class, students are utilizing a format that they are comfortable with, and will also learn how to better communicate with their peers through writing. Also, if a student has to miss any in-class time, they will still be able to access classroom materials necessary to keep up with the work.

#### **Class Description**

In studying media literacy, students will develop an understanding of how to critically analyze what we read and see daily in the news media, and how television and film industries often promote the ideas of the economic and political forces that control them. Through selected reading, research, and the analysis of television and films, students will explore and evaluate the media's powerful influences, not only on how we dress, talk and spend our money, but also on how we define social problems and which ideological images we embrace. In studying film, students will analyze the connection between film and literature, and the impact on the audiences who view them.

#### **Class Content**

The reading and film list may or may not include the following. Students and/or parents/guardians who do not want the student to read/view a certain piece may ask for an alternate assignment.

##### VISUAL MEDIA

Objects

*Objectified* film

##### ADVERTISING

Vehicular media (car types/bumper stickers)

Clothing

"Sell and Spin" video on history

Print Media

How advertisers target you

"The Greatest Movie Ever Sold"

"Logorama"

Use of color/black and white

Advertising Campaign Project

Advertising in schools

Tobacco advertising

Food advertising

Advertising to children

##### ETHICS OF JOURNALISTS

The First Amendment

"Smash His Camera"

##### NEWSPAPERS

Parts of a paper

##### RADIO

History: Marconi, De Forrest, Armstrong, Sarnoff

##### TELEVISION NEWS

Newsworthiness, Thoroughness, Fairness, Representation of the World, bias, etc.

##### GENDER ROLES

Males and Females—"Miss Representation", "Tough Guise" films

##### VIOLENCE IN MEDIA

"Bowling for Columbine" clip

Video Games

### **\*\*\*Media Content\*\*\***

We will be watching many films, advertisements, and examining many other forms of media in this class (esp. visual). I am required by Bigfork School District to have your permission to allow your student to view such materials. Some of the films, for example, in class may be rated PG-13 or R. I am *extremely* cautious of skipping and editing materials seen and will be responsible in what I share with the class. Instead of sending home permission forms for everything viewed in class (which would be at least 3 forms a week!), your signature on the following permission form will provide your student with permission to participate in all classroom activities. If at any time you are concerned about a unit, piece of material, or have questions regarding content, please contact me. Alternate assignments can always be provided for students.

### **Attendance Policy**

*“Action is the foundational key to all success.” ~Pablo Picasso*

“Bigfork High School believes that there is a direct relationship between school attendance and student achievement. The fewer school days missed during the year, the more successful students are in the classroom. Students must attend school regularly in compliance with Montana Law (20-5-103), Compulsory Attendance and Excuses” (BHS Student Handbook).

Being in class and ready to learn is one of the most important things to being successful. If students are not in class, they will have a hard time understanding material and keeping up.

NOTE: Students must turn in all work PRIOR to being gone in the case of a field trip, sporting event, or pre-arranged absence AS IS THE SCHOOL POLICY!

### **Personal Technology Devices Policy**

Personal technology devices (cell phones, iPods, tablets, etc.) are not allowed in Bigfork High School classrooms with the exception of when they are being used for teacher approved educational purposes.

### **Phones must be in silent mode, with the vibration turned off, or the teacher may confiscate!**

Procedures for Technology Interruptions:

- 1<sup>st</sup> Offense: Students found with their devices out in class, without teacher permission, will lose their device to the teacher for the remainder of the day, and will have to return after school to retrieve it and have a conversation about appropriate device use.
- 2<sup>nd</sup> Offense: If the student is found with their device out a second time, the device will be taken to the office and will have to be picked up from there.

### **Grading Policy**

All grades will be on a point system rather than a percentage value. The accumulated points will be transferred into a percentage grade. Most assignments for this class will be done in school, with just a few projects needing outside work time. Semester Finals are worth 10% of the overall grade.

#### Grade % Equivalent

A.....90-100%

B.....80-89%

C.....70-79%

D.....60-69%

F.....59% and below

## **Class Calendar and Reminders**

Every class has a calendar available on my website (cballengish.weebly.com). Students and parents can print this off to have for the week/month. If there are any questions regarding anything please use the Contact Me submission form, email or call.

## **Important Class Websites for Students and Parents/Guardians**

- Phone: 837-7420 ext. 4213
  - Email: [cball@bigfork.k12.mt.us](mailto:cball@bigfork.k12.mt.us) or [cball@bfd38.org](mailto:cball@bfd38.org)
  - Class Website: [cballengish.weebly.com](http://cballengish.weebly.com)
  - Remind: a text messaging service where the teacher can send message reminders/alerts
  - Facebook Page: [www.facebook.com/cballenglishmt](http://www.facebook.com/cballenglishmt)
  - Twitter: [twitter.com/@cballengish](https://twitter.com/@cballengish)
  - AOL Help Chat: [www.aol.com](http://www.aol.com) username: chucktwelve hour restrictions apply
  - Google Drive: most assignments will be due on the school Google Drive and Google Classroom account
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Students and parents/guardians, be sure to review each of the sections above. If you have any questions regarding anything on this syllabus, please email me at [cball@bfd38.org](mailto:cball@bfd38.org), or feel free to call the school to speak with me (837-7420 ext. 4213) by the end of the first week.

Note that anyone can sign up for text message reminders for this class by creating an account and joining this course with the REMIND app (available on the app store) and website ([www.remind.com](http://www.remind.com)).

**Course Code: @ballp4**

Once both students and parents/guardians have read, reviewed and approved the syllabus, both the student and one parent/guardian must sign the attached signature sheet and turn it into Ms. Ball by the end of week 1 for full credit. This will be the first grade in the gradebook and it is worth 25 points. If it is turned in after week one, it will drop to ½ credit (12.5 points).

ALL STUDENTS MUST TURN IN A SIGNED SYLLABUS SHEET.  
KEEP THIS SYLLABUS FOR YOUR RECORDS.



**2017-2018**  
**Media Literacy ~ Ms. Ball**  
**Syllabus Signature Sheet**

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**I have read the policies and expectations for the Junior Honors English class with Ms. Ball and understand them. If I choose not to meet these expectations, I am willing to accept the consequences.**

**Student Printed Name** \_\_\_\_\_

**Student Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Parent/Guardian Printed Name** \_\_\_\_\_

**Parent/Guardian Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

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**Students must also complete the film viewing permission form. See attached and turn in along with this signature form.**

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**Parent/Guardian: If needed, what is the most preferred way to contact you regarding your student?**

**Email (please provide)** \_\_\_\_\_

**Phone Call (please provide)** \_\_\_\_\_

**Note home with student**

**Letter mailed home**

Media Literacy  
Parent Permission Form for Film/Visual Media

PARENTS/GUARDIANS: We will be watching many films, advertisements, and examining many other forms of media in this class (esp. visual). I am required by Bigfork School District to have your permission to allow your student to view such materials.

Some of the films, for example, in class may be rated PG-13 or R. I am *extremely* cautious of skipping and editing materials seen and will be responsible in what I share with the class.

Instead of sending home permission forms for everything viewed in class (which would be at least 3 forms a week!), your signature below will provide your student permission to participate in all classroom activities.

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Student Name (please print)

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Parent Name (please print):

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Parent Signature for Film/Visual Media Approval

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Date

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If you are not comfortable with this, or wish to further discuss materials we will be viewing in class, please make a note of that on this form with your contact information so I can get a hold of you to discuss any concerns. I can also be reached by email ([cball@bfd38.org](mailto:cball@bfd38.org)) or by phone (837-7420 ext. 4213). All materials will be listed on the class calendar online (available at [www.cballenglish.weebly.com](http://www.cballenglish.weebly.com)).

Comments/Concerns: