



NEPEAN HIGH SCHOOL

English

EMS30 – Grade 11

Prerequisite: English, Grade 10, Academic or Applied

Teacher: Mr. Shouldice

terence.shouldice@ocdsb.ca

COURSE DESCRIPTION:

Media Studies focuses on the art, meaning, and messaging of various forms of media texts. Media texts can be understood to include any work, object, or event that communicates meaning to an audience. Most media texts use words, graphics, sounds, and/or images, in print, oral, visual, or electronic form, to communicate information and ideas to their audience. Whereas traditional English language study may be seen to focus primarily on the understanding of the word, media studies focuses on the construction of meaning through the combination of several media “languages” – images, sounds, graphics, and words. The curriculum document is available on the Ministry of Education website: <http://www.edu.gov.on.ca/eng/curriculum> .

UNITS OF STUDY:

These are comprised of oral communication, written communication, language skills and critical thinking skills.

Unit 1	Advertising: History of Advertising; VALS thinking; Merchants of Cool (youth marketing on the internet); Techniques of Persuasion; “Expert” advice
Unit 2	Television: Forms, Codes and Conventions; Defence of; Attacks on; Sitcom analysis and screen writing; Debating
Unit 3	Film: Language of film; Film analysis and criticism; Film production: Shot list, Production Lab, and Creative Video.

ASSESSMENT AND EVALUATION:

The primary purpose of assessment is to help students learn. It is a continuous process of gathering information about student learning and performance. Evaluation is the process of judging the quality of student work based on established criteria, and the assigning of a value to represent that quality.

Category and Types of Assessment	Weight
Knowledge & Understanding <ul style="list-style-type: none"> the acquisition of subject-specific content acquired in each grade (knowledge), and the comprehension of its meaning and significance (understanding) 	15%
Thinking <ul style="list-style-type: none"> the use of critical and creative thinking skills and/or processes 	20%
Communication <ul style="list-style-type: none"> the conveying of meaning through various forms 	20%
Application <ul style="list-style-type: none"> the use of knowledge and skills to make connections within and between various contexts 	15%
Summative <ul style="list-style-type: none"> end of year summative project (rich performance task) 5% and final exam 25% 	30%

ADDITIONAL NOTES:

Students rights and responsibilities are the cornerstone of academic success and include: attendance, punctuality, timely completion of homework and assignments, and academic integrity.

Students are responsible for:

- self-advocacy;
- completion and submission of their own work;
- submission of required assignments on the assigned due date;
- striving for excellence;
- completion of course requirements.