



### **Mass Media**

2013-2014

#### Course Description:

The course offers a student the opportunity to become involved with the techniques used by the mass media, which influence the information available to each individual in society. A practical, workshop atmosphere allows the student to work in areas of journalism, film production, radio broadcasting, and television production. Extensive use is made of the studio complex in the Instructional Media Center. Additionally students will develop skills related to the pre-production, production and postproduction of a variety of projects within the field of mass communication. Production objectives will focus on the effective development of radio and television techniques and programs involving extensive use of the Instructional Media Center.

#### Course Content:

The content of this course develops Communication Theory through the communication model.

This unit also addresses functions and types of Mass Media and media ethics.

Students will analyze print media and print advertising then electronic media advertising.

Students will produce both radio and television commercials using the media center. Students will study the history of radio and produce several original radio projects using the media center.

Then students will study television's historical development and produce commercials, newscasts, interviews and some originally developed television/film productions.

- Communication theory
- Functions and Types of Mass Media
- Mass Media Ethics
- Newspaper Elements/ Analysis
- Magazine Analysis
- Mass Media Advertising Analysis
- History of Radio
- Listening/Speaking
- Advertising
- Radio Production
- Radio Station Format
- Introduction to Television
- Television's Historical Development
- Television commercial production
- Television News
  - Anchoring
  - Reporting/Live shots
  - Production/Post-production
- Shot Composition/Editing
- Shot Sequencing
- Interview Editing

- Shooting Script Generation
- Preproduction, production and post production of television shows.
- The Camera
- PSA/Radio and still shot video production
- Interviewing and Package stories.
- Camera Angles
- Balance and Framing
- Rule of Thirds
- Camera Movement
- Shot Sequencing
- Clean Entrances and Exits
- 180 Degree Rule and Editing
- Camera Transitions
- Simple Creative Effects
- Special Editing Techniques
- Audio and Lighting Effects
- Preproduction and Production of Final Project
- Resume Tape

#### Required Textbooks and/or Other Reading/Research Materials

Adams, Raymond S. Video 101.

Baran, Stanley J. Introduction to Mass Communication. Boston: McGraw-Hill, 2007. (Supplemental).

Black, Jay. Introduction to Mass Media. Dubuque, IA: Brown Publishers, 1997. (Supplemental).

#### Course Requirements:

Classroom Preparation: Each day, students will be required to have the following materials:

1. Writing utensil.
2. Cumulative notebook.
3. Lab Journal.
4. Laptop-- USED ONLY WHEN AUTHORIZED BY THE TEACHER. Otherwise, charge your laptop or store it away properly
5. Any other materials I ask you to bring as an assignment.

A classroom grade will be given each day reflecting each student's preparation for class. Coming to class unprepared will result in a failing grade. Lack of participation in class assignments will also result in failing class participation grades. Class participation grades are a very important part of this class, so bring your materials every day and be ready to work!

#### Grade Components/Assessments:

Students will be required to complete all assignments to at least the minimum standard as prescribed in the Southern Lehigh High School Student Handbook. Of course, all students are encouraged to complete each assignment to the best of their ability and to achieve the highest

grade of which they are capable. Grading will be on a straight percentage basis with more weight given to larger assignments. If you are absent for any reason, assignments are also posted on line on my website. Assignments are due the next time the class meets. Most of the projects in this course require group work. If you are absent when your group is due to present, you manage to disappoint the people in the group, your fellow classmates, and the instructor. Absences of this type will affect your participation grade and could effect the overall group project grade. A typical grading scales follows:

- Quizzes: 30 % of grade
- Projects: 50 % of grade
- Class participation: 20 % of grade

Each marking period is worth 20% of a student's overall grade. The midterm and final exam are each worth 10% of a student's overall average:

Quarter 1	20%
Quarter 2	20%
<b>Midterm</b>	<b>10%</b>
Quarter 3	20%
Quarter 4	20%
<b>Final</b>	<b>10%</b>

Required Summer Reading/Assignments:

None required.