

Course Description	<p>Students in Contemporary Media will understand how media influence tastes, behaviors, purchasing, and voting decisions. Students who are media literate understand and analyze television, radio, film, and other visual and auditory messages. Students examine the historical development of media, its related technologies, and personalities. Students will plan, produce, present, and evaluate original media messages and will analyze possible ways to improve mass media.</p>			
	1 st Nine Weeks	2 nd Nine Weeks	3 rd Nine Weeks	4 th Nine Weeks
History and Evolution	<p>Examine the development of technologies that influence <i>television and radio</i></p> <p>Analyze the historical contributions made by various media personnel in <i>television and radio</i></p>	<p>Examine the development of technologies that influence <i>film</i></p> <p>Analyze the historical contributions made by various media personnel in <i>film</i></p>	<p>Examine the development of technologies that influence <i>periodicals, newspapers, and other print media</i></p> <p>Analyze the historical contributions made by various media personnel in <i>periodicals, newspapers, and other print media</i></p>	<p>Examine the development of technologies that influence online media (<i>Internet, social media, email, texting, blogs, search engines</i>)</p> <p>Analyze the historical contributions made by various media personnel in (<i>Internet, social media, email, texting, blogs, search engines</i>)</p>
Types, Roles, and Regulations	<p>Identify types of mass media such as television, radio, Internet, podcast, YouTube, newspaper, periodicals, blogs, social networking, emailing, texting, search engines, music</p>	<p>Analyze the roles of media (information, entertainment, persuasion, and education)</p>	<p>Identify the appropriate government agencies that regulate media</p>	<p>Analyze government regulatory issues regarding censorship, political campaigns, news, ethics, and responsibilities</p>
Influence	<p>Analyze the influence of viewing and listening habits on individuals</p>	<p>Analyze the influence of media in shaping governmental decisions, social choices, and cultural norms</p>	<p>Evaluate standards for “quality programming”</p>	<p>Analyze possible ways to improve mass media</p>

<i>Create Performance Measures</i>	Develop skills for organizing, writing, and designing media messages for specific purposes and effects	Develop skills for organizing, writing, and designing media messages for specific purposes and effects	Develop skills for organizing, writing, and designing media messages for specific purposes and effects	Develop skills for organizing, writing, and designing media messages for specific purposes and effects
	Develop technical and communication skills needed by various media personnel	Develop technical and communication skills needed by various media personnel	Develop technical and communication skills needed by various media personnel	Develop technical and communication skills needed by various media personnel
	Plan, organize, produce, and present media messages	Plan, organize, produce, and present media messages	Plan, organize, produce, and present media messages	Plan, organize, produce, and present media messages