

CA 5230 – Mass Media I

Updated 4/2020

Mass Media I is a course intended to provide the beginning student with experience in rhetorical composition and analysis through creating and publishing multimedia projects on social media and the yearbook, the Tuba. The student will develop the skills necessary to write for mass culture through yearbook journalism, page layouts, photography, and social media articles.

GRADE LEVEL: 10 (by instructor selection), 11, 12 COURSE WEIGHT: 2 CREDIT: 1 unit

DURATION: 2 semesters (full year) PREREQUISITE: permission of instructor or faculty recommendation

Big Ideas	ELOs
<ol style="list-style-type: none">1. Mass Media requires students to utilize rhetorical knowledge to design and create a cultural artifact.2. In the course students will utilize different media sources to develop different school related creative non-fiction narratives.3. Students will facilitate their own learning by creating and adhering to agreed upon deadlines and will be responsible for their own learning, assignments, and success in the classroom. This will simulate a work style environment requiring students to work together in order to achieve a common goal.	<ol style="list-style-type: none">1. (11-12 RL.2.A) Evaluate how an author's choices to structure specific parts of a text contribute to a text's overall meaning and its aesthetic impact.2. (11-12 W.2.A) Follow a writing process to produce clear and coherent writing in which the development, organization, style, and voice are appropriate to the task, purpose and audience; self-select and blend (when appropriate) previously learned narrative, expository, and argumentative writing techniques.3. (11-12 W. 1 A) Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.4. (11-12 W. 3 A) Review, revise, and edit writing with consideration for the task, purpose, and audience.5. (11-12 SL. 1 A) Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.