

## **Media and Cultural Studies Curriculum**

2021-2022

Mrs. Harris

This semester, multi-grade level course examines and analyzes how various media and demographics interact in the public space of society, including but not limited to culture, race, gender, and age.

The sequence of units is as follows:

Unit 1: Definition of Terms and Concepts

Unit 2: Race/Ethnic Culture

Unit 3: Gender

Unit 4: Age/Youth Culture, Influencers and Markets

Unit 5: Celebrity/Mass Appeal and Platforming

Unit 6: Media/Containers for Messages

Unit 7: Advertising: Appeals, psychology, and Target Audiences, Corporate Responsibility

Unit 8: Political Persuasion and Monetization; Social Justice, Altruism, Common Ground

There are various smaller assignments, mostly analytical, and larger projects which depend upon analysis and connection plus creative assignments based upon the eight units that students encounter.

Major assignments include but are not limited to

- Identification of Representation of Demographic Groups
- Social Media and Technology Journaling and Experiment
- Shark Tank Project: Selling the “Un-Sellable”

Text: Speak Up! (bookroom)

Materials: videos, speeches, electronic media, TED talks, excerpt from *American Girls*, etc.

Sample films: *Cooley High*, *Childhood 2.0*, Netflix’s *The Social Dilemma*