

WARREN COUNTY SCHOOL DISTRICT

PLANNED INSTRUCTION

COURSE DESCRIPTION

Course Title: Media & Communication

Course Number: 10063

Course Prerequisites: Successful completion of Middle Level English/Language Arts Curriculum

Course Description: See Attached

Suggested Grade Level: Grades 9-12

Length of Course: One Semester

Units of Credit: .5

PDE Certification and Staffing Policies and Guidelines (CSPG) Required Teacher Certifications:

CSPG 42

To find the CSPG information, go to [CSGP](#)

Certification verified by the WCSD Human Resources Department: ☒ Yes ☐ No

WCSD STUDENT DATA SYSTEM INFORMATION

Course Level: Academic

Mark Types: Check all that apply.

☒ F – Final Average ☒ MP – Marking Period ☐ EXM – Final Exam

GPA Type: ☐ GPAEL-GPA Elementary ☐ GPAML-GPA for Middle Level ☒ NHS-National Honor Society

☒ UGPA-Non-Weighted Grade Point Average ☒ GPA-Weighted Grade Point Average

State Course Code: Click or tap here to enter text.

To find the State Course Code, go to [State Course Code](#), download the Excel file for *SCED*, click on SCED 6.0 tab, and chose the correct code that corresponds with the course.

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TEXTBOOKS AND SUPPLEMENTAL MATERIALS

Board Approved Textbooks, Software, and Materials:

Title:

Publisher:

ISBN #:

Copyright Date:

WCSD Board Approval Date:

Supplemental Materials: Accelerate Education (Virtual Academy)

Curriculum Document

WCSD Board Approval:

Date Finalized: 6/10/2019

Date Approved: 6/10/2019

Date(s) Revised: 3/8/2021

Implementation Year: 2019-2020

SPECIAL EDUCATION, 504, and GIFTED REQUIREMENTS

The teacher shall make appropriate modifications to instruction and assessment based on a student's Individual Education Plan (IEP), Chapter 15 Section 504 Plan (504), and/or Gifted Individual Education Plan (GIEP).

Course Description

From banner ads to billboards, newspaper articles, and Facebook feeds, people are constantly sharing ideas. This course looks at the many facets of mass media. Students will learn how the media shapes every aspect of our lives. We examine the role of newspapers, books, magazines, radio, movies, television, and the growing influence of Facebook, YouTube, and Twitter.

Major Concepts

- Introduction to Mass Media and Communication
- Print Media: Newspapers, Magazines, & Books
- Electronic Media: Radio, Movies, and Televisions
- The Internet & Social Media
- The Powerful Influence of Media
- Advertising and Public Relations
- Media Law and Regulations
- The Ethics of Media

ASSESSMENTS

PSSA Academic Standards, Assessment Anchors, and Eligible Content: The teacher must be knowledgeable of the PDE Academic Standards, Assessment Anchors, and Eligible Content and incorporate them regularly into planned instruction.

Formative Assessments: The teacher will utilize a variety of assessment methods to conduct in-process evaluations of student learning.

Effective formative assessments for this course include: quizzes and discussions

Summative Assessments: The teacher will utilize a variety of assessment methods to evaluate student learning at the end of an instructional task, lesson, and/or unit.

Effective summative assessments for this course include: projects, essays, tests, and exams