

COURSE PROFICIENCY OUTLINE

COMMUNICATIONS – 2163

College Prep

5 Credits

Purpose

Communications is an alternative course to English IV College-Prep English course and is therefore, taught at the same level for the college-bound senior. This course centers on a study of the major areas of media including television, radio, motion pictures, magazines, and newspapers. Vocabulary, expository writing, reading, book reports, and class discussion play major roles in the course. Book reports are required. All English courses are aligned to and focus on the skills and strands as listed in the NJCCC Standards.

- I. Student Outcomes 3.1, 3.2, 3.3, 3.4, 3.5
 - A. Students will develop skills in reading, writing, speaking, and listening.
 - B. Students will learn how to access and use information from a variety of print and non-print sources, including research materials to support the analyses of the various media.
 - C. Students will develop skills in analyzing subliminal messages and deception in media presentations such as bias or slanting.
 - D. Students will develop an understanding of each medium's impact on one's self, on society, on the world.
 - E. Students will learn how to work with a group on projects, sharing research, preparation, and presentation responsibilities.
 - F. Students will demonstrate the ability to listen: comprehending the ideas of others, formulating questions, evaluating material, and recognizing relevant/irrelevant material.
 - G. Students will exhibit adequate skills in various types of oral presentation: informal class discussion, formal individual presentations, collaboration of ideas and insights in a group report.
 - H. Students will demonstrate an ability to choose the appropriate reading approach to the text and purpose, for example: for information, to validate a hypothesis, for pleasure and entertainment, as a search for meaning, to evaluate media purpose.
 - I. Students will experience and respond to print and non-print media: plays, films, audio recordings, television shows, pictures, newspapers, maps, charts, and graphs.
 - J. Students will demonstrate an ability to write in various modes as they relate to daily life tasks: narration, description, exposition and persuasion.
 - K. Students will use their language arts skills for decision making, negotiating, and problem solving - in relation to literature discussed and media issues.
 - L. Students will read and respond to a variety of different mediums: newspapers, magazines, radio, television, films, videos.
 - M. Students will use a variety of technologies for learning such as videotaping and audio taping equipment.
 - N. Students will utilize technology for literary tasks that will ultimately facilitate reading comprehension, enhance vocabulary development and word processing.
 - O. Students will learn the definition of plagiarism, types of plagiarism, how to cite

material using MLA parenthetical documentation, and demonstrate their proficiency in formally citing and paraphrasing an outside source.

II. Content 3.1, 3.2, 3.3, 3.4, 3.5

- A. Newspapers
 - 1. History
 - 2. Types and sections
 - 3. Advertising
- B. Magazines
 - 1. History
 - 2. Types of magazines
- C. Radio
 - 1. History
 - 2. Commercial analysis
 - 3. Programming techniques
 - 4. Script writing
 - 5. Popular music
- D. Television
 - 1. History
 - 2. Viewing for program analysis
 - 3. Commercials and advertisements
 - 4. The rating system and its impact on programming
- E. Motion Pictures
 - 1. History
 - 2. Technology of filmmaking
 - 3. Viewing and analyzing films
 - 4. Artistic techniques of filmmaking

III. Activities and Materials

- A. Text - Media/Impact: Understanding Mass Media
Supplementary books and materials
- B. Class work:
 - 1. Lectures, discussions, audio-visual materials, and regular tests and quizzes will be utilized.
 - 2. Basic skills in reading, writing, listening, and speaking will be stressed.
 - 3. Individual and group projects as they relate unit studies of the mass media, will be planned and presented with students using the library for source and reference material.
 - 4. Guest speakers and field trips, when appropriate and available, will be utilized.
- C. Assignments:
 - 1. Readings - text and other sources including a minimum of 4 book reports
 - 2. Collecting articles, preparing charts, listening to radio, and watching selected TV programs and recommended films.
 - 3. Written answers to questions, homework assignments.
 - 4. Paragraphs and compositions directly related to instructional units.

5. Oral reporting
6. Project work, both individual and group, that culminates the study of a particular medium; i.e., script writing, taping a radio program, writing a commercial or advertisement or feature story, analyzing appropriate song lyrics.

IV. Evaluation

- A. Students are expected to attend all classes according to the attendance policy of Toms River Schools.
- B. Students will be expected to complete homework, class work, and project assignments.
- C. Failure to submit a required book report during any marking period will result in an F for that marking period, regardless of the student's previous grades.
- D. Students will demonstrate effective class participation when called upon to do so.
- E. Students will be expected to complete tests and quizzes successfully.
- F. Students will be expected to participate in the series of unit projects.
- G. Students will be expected to demonstrate an acceptable level of proficiency in all of the goals and objectives of the course within the previously defined content areas.
- H. The student will be expected to take a comprehensive final examination.
- I. Students are expected to make up all assignments due to absence within a reasonable amount of time.
- J. Students will be expected to take care of school property.
- K. Students will be expected to be punctual, civil, and courteous in class.
- L. Students will be expected to bring text, pencil, notebook, and other materials as needed.
- M. The final grade represents the teacher's professional judgment of the student's performance and all of the aforementioned activities and/or requirements are included in the evaluative process.

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