

Fall/Spring A&B, 2022 - 2023

Instructor:

Contemporary Media

Sharon Roberts, srobert2@houstonisd.org

Room #A216

Contact: Students > TEAMS srobert2, Parents > please use email

Class landing: Contemp Med 2nd *Shared-with-Me* Google Drive

Content storage: Class Google Drive, Canvas folder in the spring semester

Attendance & Grades: PowerSchool

Syllabus

Who?

This course introduces students to the study of digital media, mass media, and popular culture by examining media institutions, audiences and effects. We focus on contemporary propaganda in the context of the Internet and social media. Students participate as members, and consider how they may contribute to creative, collaborative and cohesive opportunities within the scope of media, as well as identify and address the critical challenges people experience with life in an always - on, constantly connected culture.

What?

Students will gain knowledge. They will learn key concepts of the influences of the media. How it is consumed, who creates it. Students will examine how media is utilized in entertainment, advertising, and social interactions. Working from the historical and practical applications, to more current and fast paced media consumption. Students are expected to identify the types of media such as TV, radio, Internet; and all that implies.

When?

The expectation is that all activities for Contemp Med will be conducted during the assigned class time frame. All activities must be completed by designated deadlines. Major projects are due on or before the deadline.

Where?

Students will meet in room A216.

Why?

Media is consumed 24/7. People are connected to media while listening to music, watching tv and movies, on the Internet, playing video games, searching the web, and, of course, social media. Do you think about it? Few people understand the complex policies, analogs, analytics, structures and psychological processes that shape what we watch, see, read, listen to, and play. The study of media has progressed from its early roots of newsprint and books to the interdisciplinary examination of the arts, culture, and current events. Driven by devices that bring media to your instant attention. Think Instagram, a picture of your lunch instantly sent out to the world. Why? Because we can.

How?

Students will develop skills for organizing, writing, and designing media messages for specific purposes.

Materials Needed: Students will work primarily with their computers. A notebook for notes is helpful. Some units will require students to use a camera (assigned in class) and their personal phones for recording images, video, and group game activities.

Evaluations: Students will be evaluated daily for their participation and engagement. Classes are divided into 2 week units, with at least 2 minor and 1 major grade per unit. Major grades can be project based, essays, and written quizzes.