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 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 television, radio, Internet, all that implies.

When?
The expectation is that all activities for Contemporary Media will be conducted during the regular class time. Students will be given ample time to complete lessons and projects. If a student is absent, make up time is allotted during the lunch period. All activities and assignments must be completed by evaluation deadlines.

Where?
Classes will meet in their assigned locations, unless otherwise stated. There will be opportunities for students to work on projects in other locations of the school. This will be known to the students in advance.

Why?
All around the world, people participate in media culture by listening to music, watching tv and movies, using the Internet, playing videogames and learning about current events. Media is consumed 24/7. But few people understand the complex policies, structures, and psychological processes that shape what we watch, see, read, listen to and play.

The study of media has moved 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 attention in an instant. Think Instagram, a picture of your lunch instantly sent out to the world. Why? Because we can.

Contemporary Media studies the form, content and structure of media messaging, with a focus on design, advertising, news, entertainment, and social interaction.

How?
Students will develop skills of organizing, writing and designing media messages for specific purposes. By planning, organizing and producing media messages students will explore a variety of technologies.

Materials Needed: Students will work primarily with their computers. They will need a notebook and pens or pencils.

Evaluation: Students will be evaluated daily for their participation and engagement. Classes will be divided into 2 week units, with a major evaluation at the end of the unit. Students will work independently and in groups.
Class Guidelines:

a. Students will come to class prepared for activity.
b. No Phone Zone! Students are to follow the WHS phone policy while in the classroom, or out of the class for an activity.
   a. There will be occasions that student phones will be used for class. If this is the case, then phones are to be used for that purpose. That purpose will never be texting or snapping.
c. All Contemporary Media classes will be conducted in an alternative space. Meaning that neither Ms. Roberts or Mrs. Garcia have their own classroom. Therefore, the rules of the classroom that is being utilized are to be followed. Be courteous.
d. Periodically movies and videos will be shown in class. You are expected to remain awake during this time. Take notes and be prepared to discuss your observations.
e. There will be group projects. Each member of the group is expected to do their share.
f. There will be projects where the entire class is out in the commons, or outside. You will be free to work independently. So, work, independently.
g. There is a right time and a wrong time to ask to go to the restroom. Use your context clues and pick the right time.
h. The content of this class is meant to be thought provoking, however it is not meant to be political. We will be discussing current and relative topics. We will always gear this towards the theories and not the practices.
i. Be respectful.
j. Be nice.

Opportunities:

Contemporary Media is a new class, with two new teachers. The framework for the class has been put in place, but the actual content is fluid. As current events drive news cycles, or demand discussion for their relevancy, we will navigate in those directions. Each class is unique, with its own personality. So, one class may not look and sound exactly like another. This is your class. Contribute, be a stakeholder in the process. Contemporary Media is an elective. It’s up to you to elect to engage. Your teachers are driving the bus, but you must put gas in the tank.

Bus Station:

Ms. Roberts’ classes will be working primarily from a common folder set for your class on Google Drive.

Mrs. Garcia’s classes will be navigating from the HUB.