



Mass Media
Mrs. Day
Fall 2021
4th Period



Room Number: C106
Phone: (205)-342-2777
Email: cday@tcss.net
Prep: 3rd Period

Course description: Mass media is a communication arts course that covers all areas of the mass media—print and broadcast media, advertising and public relations, and internet media. The course focuses on the production of media-related elements. These elements are, but are not limited to, our in-house television production Panther Talk, TCSS video projects and assignments, publicity for TCSS schools, and various projects involving the media. The students gain skills and receive knowledge to be informed consumers of media in a technological society. The course provides the opportunities for students to learn basic journalistic and technological skills to be used in career choices and broadcast media. Students will research, gather, and analyze information to create print and broadcast media for a variety of audiences. They will learn basic journalistic skills for writing for the media.

Essential Functions: Students will have the opportunity to develop skills and knowledge to complete the following:

- Plan and utilize a variety of technology to produce communications for different audiences and purposes
- Evaluate and review communication after receiving audience feedback
- Create, write, edit, and revise projects to meet professional standards
- Analyze and discuss a variety of effective media and use them as models for their own media projects
- Research topics for media projects

Essential Questions:

- Within a given medium, how do various embedded patterns, templates, symbols, and structures define, support, and enhance media messages?
- How does the media affect our daily lives?
- How are we manipulated by mass media?
- How does one judge the effectiveness of media techniques?
- Does media violence make our society more violent?
- Does the media reflect social values or determine them?
- How can we use media to increase efficiency?

Materials

- Three ring binder
- loose leaf paper
- dividers (5: MTOD, Notes, Articles and Current Events, Reflections, Projects)
- Black Composition Notebook
- Pen (blue or black ink only)/several pencils
- flash drive
- ear buds
- access to computer outside of school
- access to a video camera outside of school.

Class Rules

1. Follow directions the first time that they are given.
2. Arrive at class on time and prepared to learn.
3. Listen when others are talking
4. Remain in your seats at ALL TIMES unless you have asked to be up.
5. Respect one another.
6. Students do not leave the classroom except in emergency cases or with permission from the teacher.

Entering the Classroom: All students should arrive at class on time and ready to learn. This includes having all materials needed to complete assignments on a daily basis. Once in the classroom, students should immediately become settled and begin to work on the day's opening activity. Students should also use this time to sharpen all pencils, turn in any completed homework, and check for makeup assignments.

During Class: Students are expected to actively participate in all activities, including discussion, note taking, listening, etc. Questions and discussion about related topics are highly encouraged. Students are also expected to remain in their seats during class (unless otherwise instructed) and to be respectful when others are speaking.

After Class: Students are not dismissed by bell but by the teacher. Students should make sure all trash is picked up and desks are returned to their original rows before leaving. Each day at the end of class, one student will be in charge of filling out the "What did I Miss" folder. In this folder, one student will write out what we did in class that day and sign his or her initials.

Discipline Policy: Individual

1st: Warning

2nd: Conference with student

3rd: Student desk change with alternative assignment (graded). Classwork will have to be made up at home if a student has to miss class because of behavior/alternative assignment.

3rd: Notify Parents

4th: Parent Conference

5th: Referral to ISI/Office (If students are removed for misconduct, it is considered an unexcused absence from class.)

*Teacher reserves the right to skip steps depending on the severity of the misconduct.

All Tuscaloosa County Board of Education and Hillcrest High School rules will be enforced in our classroom, including cell phone and dress code policies.

Participation/Attendance/Make-Up Policies

Participation is essential for a successful media production. This is a performance-based class and students must be present to perform. Students will be required to complete various projects, writing assignments, and articles. Also, students will be need to become comfortable with being on film. Attendance is essential for success in this class. Tardies will be assigned if a student is not in his or her seat and ready to work when the bell rings. Furthermore, if a student is removed from the classroom due to misconduct, the student's absence will be considered unexcused, and the student will not be allowed to make up any missed work. Students have deadlines that they must meet. Failure to meet the deadlines will result in a poor grade.

It is the responsibility of a student with an absence to make arrangements for makeup work within two days of returning to school. If you are absent on a test day, be prepared to take the test the day you return! If you are a part of a group project and you do not show on the day of your group presentation, your participation

grade must be made up outside of your regular class time. Your group members depend on you to commit to the project. All make-up work will be recorded as a zero until it is completed.

****If a due date for a large project, writing assignment, or test has been set ahead of time, you should be ready to turn in the assignment or take the test immediately upon your return.**

Panther Talk Crew

Students who take mass media have the opportunity to be a part of the Panther Talk crew. These students create and develop packages, sell advertisements, and work off campus for various assignments. They must assist in any fundraisers for our program. Being a part of the Panther Talk crew is a huge privilege; therefore, only students who prove themselves worthy of carrying such a responsibility will be allowed to be a part of the everyday crew. This is a class FISRT AND FOREMOST! Expect to work, work, work!!

Field Trips

Opportunities may arise for students to meet professionals who work in the field of communications. We may have access over the course of the class to visit local media agencies. We are also planning to work with other journalism programs in Tuscaloosa County to compete at the state and southeastern level. If a student has too many absences or has disciplinary problems in school, then he or she forfeits the right to attend the trip.

Representation of Brookwood High School and Tuscaloosa County School System

Students who are part of the Panther Talk crew are the voice and face of Brookwood High School. Students must represent the school in a positive manner. If, at any time, a student engages in activities that do not represent the school in a positive manner, then he or she will be removed from participating in upcoming activities with Panther Talk.

Equipment

Students who work on Panther Talk have the responsibility of taking care of expensive equipment. All equipment must be signed out and returned at a designed time determined by the student and the advisor. Students are responsible for any damage done to the equipment as well as any loss of the equipment. The students must repair or replace the equipment while the equipment is under their care and supervision. Basic policy: You break = You buy.

Grading Policy

A mandatory comprehensive assessment will be administered at the end of the first nine-week term and a comprehensive final examination at the end of the second nine weeks. Students will also be graded on weekly Media Term of the Day Quizzes, projects, participation, current events, written reflections, written copy and scripts, and other activities or projects deemed necessary by the teacher.

Late Assignments

Late work will be accepted for ½ credit. Students must learn to work under strict deadlines.

Hall Pass/Bathroom Pass

Students will receive two hall passes for each nine weeks. The passes will be given at the teacher's discretion. If you need to leave class to film, you will be given a designated media pass.

Filming outside of class

Students must sign out of the room when they are leaving to research, interview, film, etc. They must be at the specific place stated on the sign-out sheet. Students must return to class within 20 minutes after checking out. Only a small number of students are allowed to leave the room at one time. Every minute they are late to class will result in points taken off their grade.

Technology Policy: Personal Electronic Devices

Technology can be a valuable educational resource. Students are allowed to use electronic and technological devices at **SPECIFIED** times and **ONLY** when authorized by the teacher for an instructional purpose. Devices such as smart phones, Kindles, Nooks, laptops, and iPads are items that students can use at the designated time. Students may also use these devices to replace paperback/hard-cover novels required for purchase/use for reading assignments. **If a student is using a device inappropriately (not in accordance with classroom instruction or TCBOE policy), consequences will be enforced as stated in the Code of Conduct Handbook.**

Copyright Policies/Downloading Copyrighted materials

The following guidelines shall govern the reproduction of copyrighted materials in the School System:

1. Board employees may reproduce copyrighted materials under the provisions of the copyright laws currently in force under Title 17 of the United States Code.
2. Any reproduction of copyrighted materials will be done either with the written permission of the copyright holder or within the bounds of "Fair Use" guidelines provided in the Copyright Act; otherwise, the individual responsible for reproduction may be liable for infringing the copyright under existing laws.
3. The Board in recognizing the importance of the Copyright Law of the United States (Title 17, United States Code) hereby notifies all employees that a willful infringement of the law may result in disciplinary action. In the case of a court action for damages, a finding of willful infringement would preclude the Board paying any judgment rendered against the employee and paying any attorney's fees or costs which the employee would incur in conjunction with a lawsuit and may render the employee liable to the Board for any damages which the Board is liable to pay.

Therefore, copyrighted materials must not be used. We will need to use material that is free or has been paid for. Students should download material needed for projects and if it is copyrighted, it will be used only for school usage. (We cannot enter it in contests or place on a website or youtube.)

After reading, please also complete the following information. This will need to be signed and turned back in to me. Although the following may be in the school computer, I like to have it in my hands as well. I often need to contact parents about student performance and/or grades.

Student's Name:

Parent/Guardian's Name:

Relationship to Student:

Phone Number:

Email:

Medical Conditions that I should be aware of:

1. _____

2. _____

Emergency Contact: _____ Phone: _____

Expression of Understanding

Please sign in the designated spaces and return signifying your understanding of and agreement to information presented to you in this class syllabus.

Parent or Legal Guardian's Signature

Date

Student's Signature

Date

