

Media Unit
Jan. 7th – Feb. 8th

Media: The main means of “mass” communication such as newspapers, magazines, radio, television, advertising, entertainment, and the internet. Although it is technically a plural noun, as it is the plural of the Latin word medium, it is now acceptable in standard English to be used as a plural or singular noun.

Some Governing Questions:

How is media connected to other major forces in our society such as economics, politics, and cultural values?

How does the media shape our society? How does it shape us? How does the mass media contribute to our sense of self?

What role do we/can we play in terms of shaping the media?

Unit Themes

News: What/who determines how “news” gets selected and presented? How are stories “spun?” What function does news play in our society? What is the impact of new forms of news?

Gender Depiction: How are males and females represented in the media? What techniques are used to promote certain gender values? What impact do these depictions have on men/boys, women/girls, and you? Is this a problem?

Marketing: What/who determines market trends and what are some of the methods and strategies used to promote an idea or product?

Unit Readings and Videos:

Selected media articles

Fear and Favor in the Newsroom/ Outfoxed/ The Myth of the Liberal Media

Killing Us Softly

Tough Guise

The Merchants of Cool, Consuming Kids

Etc.

The book- *Fast Food Nation*

Unit Project:

In small groups, students will investigate an alternative media source. Groups will analyze the source and determine its biases, its strengths, and its role in society. Groups will present projects at the Media Symposium.