

Name: _____

Cycle 3 Week 1

Media Studies Study Guide
January 12-16, 2015
POWER



Overview

Welcome to the course! This week we will explore the elements of POWER found in different forms of media by studying the 5 media principles:

1. Media messages are constructions.
2. Messages are representations of social realities.
3. Messages are produced with social, political, historic, economic and aesthetic purposes.
4. Different people respond to the same message differently.
5. Media have unique language, forms and symbol systems.

As creators of media yourselves, you have the MMA News Channel as your outlet. After reading the mission statement, you will have to decide if you want to change anything about it:

MMA News Mission Statement:
We provide honesty, knowledge, and entertainment to the MMA community by filming and interviewing classes in order to report the news.

This term we will explore a different type of news reporting: **documentaries**. You will focus on interviewing people about topics that are important to you. You will brainstorm some topics that you want to ask your peers about. Before going out to interview, you will learn about the various shot styles that you can use in your footage. You will learn how to use the tripods and iPads to practice taking still frames of each of the shot styles. Then we will go out into the school and we will take turns interviewing students and teachers about the topic you decided upon.

In the second session of class, we will use the iMovie editing application on the iPad to edit their footage together. This will be done as a whole class first so that you can learn how to use all of the tools. Next week you will pick your own topics in small groups to interview so you should be thinking about those ideas.

Week 1 (January 12-16)**Complete the following as classwork:**

_____ 1. Media Preferences Survey (attached)

_____ 2. Media Principles Analysis (below)

_____ 3. MMA News Channel Brainstorming Questions (on a separate page)

_____ 4. Shot Styles quiz (get from Ms. Fallon)

Please turn in all work by January 16.

Media Principles Analysis	TV Commercial	Movie Trailer	Advertisement
Who created this message?			
What creative techniques are used to attract my attention?			
How might different people understand this message differently from me?			
What lifestyles, values and points of view are represented in; or omitted from, this message?			
Why is this message being sent?			

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