



Grade 11 Broadcasting

Course Description

This course enables students to develop knowledge and skills in the areas of graphic communication, printing and publishing, audio and video production, and broadcast journalism. Students will work both independently and as part of a production team to design and produce media products in a project-driven environment. Practical projects may include the making of signs, yearbooks, video and/or audio productions, newscasts, and documentaries. Students will also develop an awareness of related environmental and societal issues, and will explore secondary and postsecondary education and training pathways and career opportunities in the various communications technology fields.

Prerequisite: None

Identifying Information

- Course Title:** Broadcasting
- Grade:** Grade 11
- Course Type:** Open
- Course Hours:** 110 Hours
- Course Code:** ASM 3OI / TGJ 3OI
- Credit Value:** 1
- Ministry Document:** Arts Education / Technology Education, The Ontario Curriculum, Grades 11 and 12, Revised

Course Modules

Modules #	Description - Weight (70%)
1	How does a Media Centre work? Leadership and Organizational Management (15%) Each student will take on a specific role in the classroom to help produce and manage media including idea creation, production and promotion. Through out the course, yourself, your peers and your teacher will reflect on your contribution to the classroom through your work skills.
2	How do you get good audio? Audio Production and Podcasting (15%) In this module you will learn basic techniques for voicing scripts, recording and editing. These skills will be practiced and perfected through regular podcasting and contributions to the JAM Radio Breakfast Show.
3	How do you get good video? Video Production and Journalism (15%) In this module you will learn techniques for effective camera work as well as audio. Different skills will include: documenting an event, interviewing, how to consider a quick edit, and working with the public.
4	What makes Canadian Music is Canadian and why should I care? Understanding the Music Industry (5%) Music plays a crucial role in media production. Over the last 50 years, under the policy of CRTC, the Canadian music industry has become an international musical force. However, in the internet age, the industry is changing. As a media producer, you will learn basic concepts of music production and the industry so that you understand your role in supporting Canadian

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	music.
5	What news matters? Social Media and the Rise of Citizen Journalism (5%) The 'information age' is changing our access to information but is it changing our understanding. In this module, you will learn foundational concepts of journalism.
6	How do I show what I know? Professional Blogging & E Portfolio (15%) Throughout the semester you will maintain a professional blog and portfolio to showcase your development and productions. Your website will be how you hand in work for assessment and evaluation.
7	Summative Project\Activity\Exam (30%) <ul style="list-style-type: none">- Reflection Activities (Final Blog Posting, Write a Reference Letter) (10)- In Depth News Presentation (10)- Major Media Product (10)

Essential Course Components

To be successful in this course you **must** be able to demonstrate **all** of the following skills.

- Safe handling of equipment in and outside the classroom
- Produce a range of media products including a podcast, video segment, website, social media campaign
- Document a story through audio and through video using industry techniques and procedures
- Contribute in positive and effective way to the classroom
- Project manage media production to meet deadlines
- Trouble shoot technical issues and problem solve issues of production (scheduling, personal, policy) etc.
- Apply creative skills, operating skills, software skills to produce media products.
- Explain and understand the effects of communication technology and media on the environment.
- Understand and explain different ways communication technology and media impact society
- Research and describe career opportunities in broadcasting
- Maintain a portfolio of completed work

Contacting Ms. Doelman

The best way to contact me is through email. Through email, I am happy to set up an appointment over the phone or face to face if necessary.

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Course Website: sjamcommtech.weebly.com

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Procedures

Key values of Sir John A Macdonald Secondary School and the WRDSB include respect, responsibility, honesty, and trustworthiness. Our expectations for student behaviour and academic conduct come from these core values. In accordance with WRDSB guidelines outlined in the Assessment, Evaluation, and Reporting Handbook, the following policies are in effect for each subject at SJAM:

a) Late and Missed Assignments

It is the expectation that students will submit all required work by the assigned deadlines as evidence of their learning of essential skills.

- i. Failure to do so may result in a loss of credit; however, in consultation with the teacher and the appropriate administrator, additional opportunities will be afforded to students to demonstrate their learning of the essential skills.
- ii. If one or more essential skills are not demonstrated, students **in Grades 9 and 10** may receive an “I” and will not be granted credit for the course. Students **in Grades 11 and 12** risk losing credit for the course.
- iii. The Learning Skills section of the student’s Provincial Report Card will be used to reflect incidents of late and missed assignments.

b) Cheating and Plagiarism

It is the expectation that students will submit their own, original work for the purpose of demonstrating their learning. In the event that cheating or plagiarism occurs, the following consequences may be implemented, in consultation with administration, depending on the situation:

- i. The student may be required to redo all or part of the assignment or assessment.
- ii. The student may be required to complete an alternate assignment or assessment.
- iii. The student’s work may be treated as a missed assignment.
- iv. Additional consequences for plagiarizing material may include a loss of access to academic awards and scholarship opportunities. As well, potential disciplinary actions may include suspension.
- v. The Learning Skills section of the student’s Provincial Report Card will be used to reflect incidents of plagiarism.

Signatures

Please sign below indicating you have read and understand the requirements for successful completion of this Broadcasting course (ASM 30I / TGJ 30I) for the September 2013 to January 2014 year.

Student

Parent/Guardian

Date

Date