

MEDIA CURRICULUM OUTLINE

Unit 1: Broadcast News
What is newsworthy? Newsworthy Newsworthy
Parts to a news story
How to pitch a news story Pitch a news story
How to write a news story
Unit 2 Advertising/ Commercials/ PSA
Types of persuasive techniques- types of persuasive techniques
Students search for examples
Jingles and slogans
Students create commercials ~ connected to financial lit or Bowles class
PSA Public Service Announcements~ http://www.scholastic.com/listencarefully/pdf/Listen_Carefully_Storyboard.pdf
Unit 3 Podcasting
What is a podcast? Lesson Brainstorm Analyzing Podcasts
Steps to creating a podcast
TWISTED WAVE APP or Anchor- Students download

Unit 4: Movie Production

Script Writing~<https://www.theatrefolk.com/blog/playwriting-exercise-hurdling-first-line/>

Title Creation~
<https://www.theatrefolk.com/blog/title-exercise-name-game/>

Characterization~
<https://www.theatrefolk.com/blog/playwriting-exercise-inner-monologue/>

Scene creation~
<https://www.theatrefolk.com/blog/six-impossible-things-before-breakfast/>

Camera angles and shots
<https://www.tes.com/teaching-resource/full-lesson-pp-camera-angles-and-worksheet-6172952>

**Please note: The first unit is broadcast news. The purpose of this is to show the students how a broadcast news program works, how to find interesting stories, how to organize stories. After this, the students will be able to work on a broadcast news story if they are finished a project early.

Also- if students are finished an assignment early, they will have certain media projects to choose from to work on:

- Stop motion- play dough, figurines, drawing
- Green screen
- iMovie