

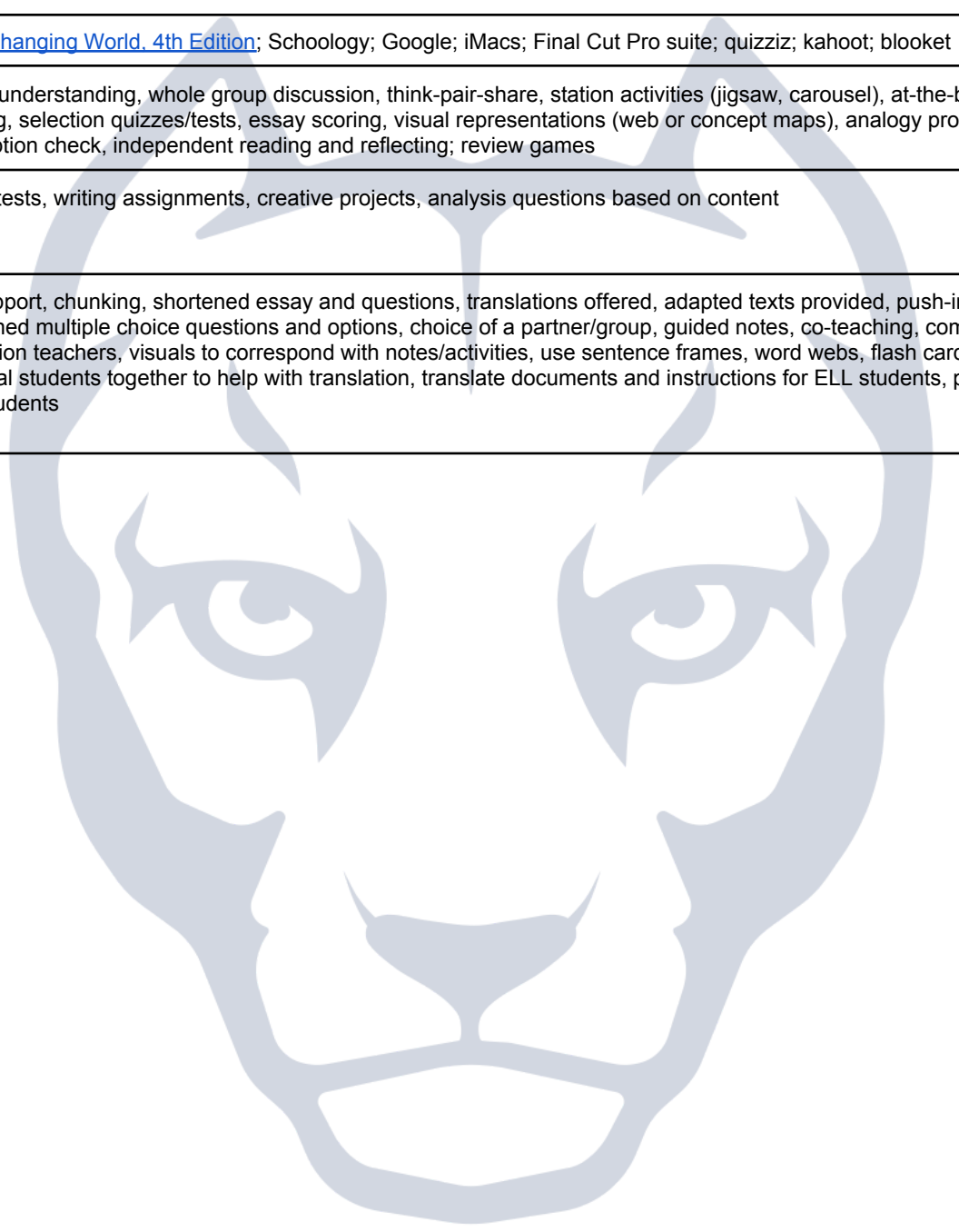
IAA Curriculum

Content Area	Mass Communication	Grade	9-12
Course Name	Mass Communication Major Level I		

Unit	Unit 1: Introduction to Mass Communication			
Big Ideas	<ul style="list-style-type: none"> • Communication, Media, Demographics, development of thoughts, ideas and concepts 			
Essential Questions	<ul style="list-style-type: none"> • What importance does communication have in our society? • How do communication forms differ based on region and in style? • How has the media evolved? 			
Key Learning Objectives & Skills	<ul style="list-style-type: none"> • Analyze Mass Communication • Analyze Interpersonal Communication • Analyze and evaluate different demographic categories • Compare and contrast interpersonal and mass communication • Compare non-verbal communication with verbal communication • Create examples of non-verbal communication and verbal communication • Create examples of Mass Communication and Interpersonal Communication • Analyze and evaluate real life examples of Mass Communication and Interpersonal Communication • Generate a list of Mass Media and provide examples • Connect dates of origination for forms of media to their evolved states 			
Number of Days	Smart Objectives/SWBAT/Selection	Instructional Strategies and Activities	PA CC Standards	Vocabulary
30 Days	<ul style="list-style-type: none"> • Identify, define, and analyze what Mass Communication is and compare it to Interpersonal Communication within 2 class periods with 80% accuracy. • Identify, define, and analyze what non-verbal communication is and how it compares to verbal communication within 2 class periods with 80% accuracy. • Identify, define, and analyze what verbal communication 	<ul style="list-style-type: none"> • Vocabulary Network • Guided Notes • Graphic Organizers • Pair-Share • Checks for understanding • Design a media collage project 	<ul style="list-style-type: none"> • 9.1.3.A, • 9.1.3.B, • 9.1.3.C, • 9.1.3.H 	<ul style="list-style-type: none"> • Mass Communication • Media • Non-verbal Communication • Verbal Communication • Interpersonal Communication • Written Communication • Magazines • Books • Newspapers • Film • Television • Radio • Podcasts • Social Media

	<p>is and how it compares to non-verbal communication within 1 class period with 90% accuracy.</p> <ul style="list-style-type: none"> • Research demographic categories and evaluate how demographics affect marketing strategies for companies within 2 class periods with 80% accuracy. • Use context clues, and visual prompts to discuss and analyze how demographics play a key role in all forms of media within 2 class periods with 80% accuracy. • Describe, define, and defend what each of the categories of Mass Media are and why forms of media fall under said categories within 3 class periods with 80% accuracy. • Analyze examples of Mass Media and Communication in everyday life within 1 class period with 80% accuracy. • Using the definitions for Mass Communication, determine and defend examples of different forms of interpersonal and Mass Communication within 2 class periods with 80% accuracy. • Identify moments in history when specific milestones in media history were created and analyze how these milestones shaped media in our world today within 4 class periods with 80% accuracy. 			<ul style="list-style-type: none"> • Advertising • Public Relations • Marketing • Politics • News
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Resources	Mass Media in a Changing World, 4th Edition ; Schoology; Google; iMacs; Final Cut Pro suite; quizziz; kahoot; blooet
Formative Assessments	Teacher check for understanding, whole group discussion, think-pair-share, station activities (jigsaw, carousel), at-the-bells, exit tickets, writing tasks, check your understanding, selection quizzes/tests, essay scoring, visual representations (web or concept maps), analogy prompts, oral questioning, follow-up probes, misconception check, independent reading and reflecting; review games
Summative Assessments	Selection quizzes/tests, writing assignments, creative projects, analysis questions based on content
Strategies for ELL and IEP Support	1:1 support, chunking, shortened essay and questions, translations offered, adapted texts provided, push-in/pull-out support, word banks, shortened multiple choice questions and options, choice of a partner/group, guided notes, co-teaching, communication with ESL & special education teachers, visuals to correspond with notes/activities, use sentence frames, word webs, flash cards, numbered heads, carousel; pairing bilingual students together to help with translation, translate documents and instructions for ELL students, provide spanish subtitles for videos for ELL students



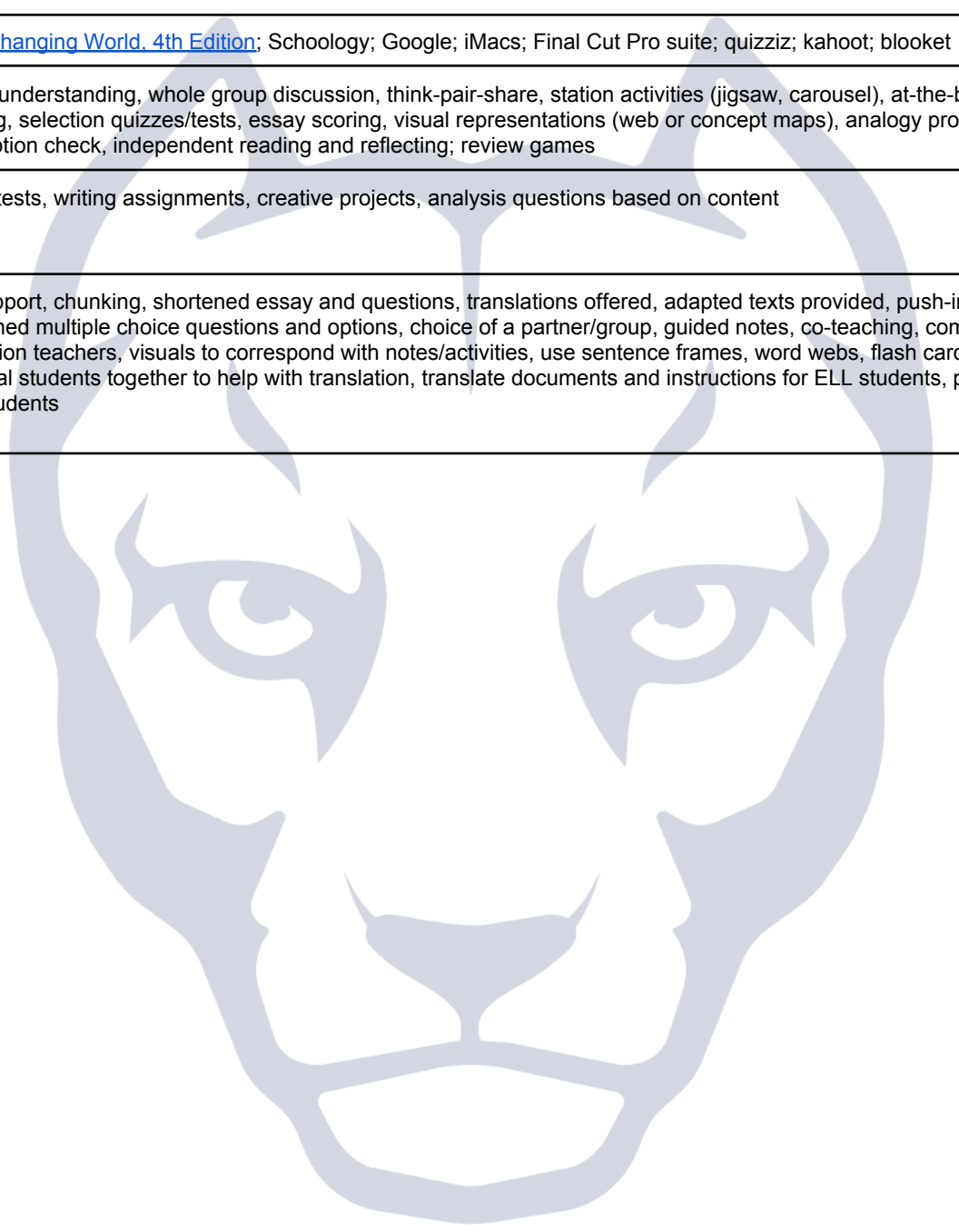
IAA Curriculum

Content Area	Mass Communication	Grade	9-12
Course Name	Mass Communication Major Level I		

Unit	Unit 2: Books in print media			
Big Ideas	<ul style="list-style-type: none"> Publishing, Books, Creative Writing, book types, marketing of publications 			
Essential Questions	<ul style="list-style-type: none"> What importance do books have in our society? How did books come to be and how have they evolved over the centuries? How are books the influential media and why are they known as such? How are books changed into movies or TV shows? What are the oldest books known and how have they shaped history? What is the printing press and how is it the cornerstone of modern media? What is genre? What characteristics categorize genres? Who are the key players in publishing? What makes a book sell? 			
Key Learning Objectives & Skills	<ul style="list-style-type: none"> Analyze the importance of books in our society Analyze the history of publishing and important milestones Analyze and evaluate what influential media is and why books fall under that category Compare books to movies and compare well known stories to their film/television adaptation Evaluate why certain books were the first to be created and how they shaped history Describe and defend the importance of the printing press in history and modern society Create examples of book covers for different genres Define, describe, and prove what a genre is and what makes certain characteristics fall under their specific genre Describe and defend what key players in publishing are and the importance of each of these players Connect marketing strategies with the book industry 			
Number of Days	Smart Objectives/SWBAT/Selection	Instructional Strategies and Activities	PA CC Standards	Vocabulary
35 Days	<ul style="list-style-type: none"> Identify, define, and analyze what books have done to shape our society within 2 class periods with 90% accuracy. Identify, define, and analyze how the publishing industry has grown and evolved over the years within 2 class periods with 90% 	<ul style="list-style-type: none"> Vocabulary Network Guided Notes Graphic Organizers Pair-Share Checks for understanding Design a book cover Write a short story 	<ul style="list-style-type: none"> 9.1.3.E 9.1.3.H 9.1.3.J 9.1.3.K 	<ul style="list-style-type: none"> Papyrus Publisher Parchment Editor Codex Copywriter Technological Determinism

	<p>accuracy.</p> <ul style="list-style-type: none"> • Synthesize what an influential media source is and how books fall under that definition within 2 class periods with 80% accuracy. • Compare and contrast written stories to film/television adaptations within 5 class periods with 90% accuracy • Evaluate why certain books were the first to be created and how they shaped history within 2 class periods • Describe and defend the importance of the printing press in history and modern society within 2 class periods with 80% accuracy. • Describe how the printing press works within 1 class period with 80% accuracy. • Create a book cover that will sell a story and determine the genre within 5 class periods with 90% accuracy. • Define, describe, and prove what a genre is and what makes certain characteristics fall under their specific genre within 3 class periods with 80% accuracy. • Describe and defend what key players in publishing are and the importance of each of these players within 3 class periods with 80% accuracy. • Connect marketing strategies with the book industry within 2 class periods with 80% accuracy. 			<ul style="list-style-type: none"> • Oral Culture • Illustrator • Chapbook • Rag Content • Dime Novels • Pulp novels • Trade paperback • Audiobooks • e-Book • Overdrive • Goodreads • Author • E-reader • Trade books • Genre • University Press • Small press • Vanity press • Blurb
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Resources	Mass Media in a Changing World, 4th Edition ; Schoology; Google; iMacs; Final Cut Pro suite; quizziz; kahoot; blooet
Formative Assessments	Teacher check for understanding, whole group discussion, think-pair-share, station activities (jigsaw, carousel), at-the-bells, exit tickets, writing tasks, check your understanding, selection quizzes/tests, essay scoring, visual representations (web or concept maps), analogy prompts, oral questioning, follow-up probes, misconception check, independent reading and reflecting; review games
Summative Assessments	Selection quizzes/tests, writing assignments, creative projects, analysis questions based on content
Strategies for ELL and IEP Support	1:1 support, chunking, shortened essay and questions, translations offered, adapted texts provided, push-in/pull-out support, word banks, shortened multiple choice questions and options, choice of a partner/group, guided notes, co-teaching, communication with ESL & special education teachers, visuals to correspond with notes/activities, use sentence frames, word webs, flash cards, numbered heads, carousel; pairing bilingual students together to help with translation, translate documents and instructions for ELL students, provide spanish subtitles for videos for ELL students



IAA Curriculum

Content Area	Mass Communication	Grade	9-12
Course Name	Mass Communication Major Level I		

Unit	Unit 3: Newspapers in print media			
Big Ideas	<ul style="list-style-type: none"> Publishing, news print, journalistic writing, newspaper types, marketing of newspapers, different forms of journalistic writing, key players on the newspaper, moments in history defined by news and newspapers 			
Essential Questions	<ul style="list-style-type: none"> What importance do newspapers have in our society? How did newspapers come to be and how have they evolved over the centuries? What is journalistic writing and what are the different types of journalistic writing? How have newspapers changed over the decades? What are the newspapers known and how have they shaped history? What is the inverted pyramid and how does it structure a news article? What are the 5Ws and 1H? What characteristics make up a front cover of a newspaper? Who are the key players that work on newspapers? What elements of a newspaper have changed throughout the years? What makes a newspaper sell? 			
Key Learning Objectives & Skills	<ul style="list-style-type: none"> Analyze the importance of newspapers in our society Analyze the history of newspapers and important milestones Analyze and compare what journalistic writing is and how it differs from creative writing Evaluate what the importance of 5Ws and 1H is Evaluate why certain newspapers were the first to be created and how they shaped history Describe and defend what makes up a strong newspaper cover Create examples of newspaper covers Evaluate and define what photojournalism is Describe and analyze what freedom of press means and how it came to be Describe what investigative journalism is Define, describe, and prove what different elements of a newspaper are and why they exist Describe and defend what key players in the newspaper industry are and the importance of each of these players Connect marketing strategies with the newspaper industry 			
Number of Days	Smart Objectives/SWBAT/Selection	Instructional Strategies and Activities	PA CC Standards	Vocabulary
	<ul style="list-style-type: none"> Evaluate what freedom of press is and how it came into existence within 2 class periods with 80% accuracy. Evaluate the importance of 	<ul style="list-style-type: none"> Vocabulary Network Guided Notes Graphic Organizers Pair-Share Checks for understanding 	<ul style="list-style-type: none"> 9.1.3.H, 9.1.3.J 9.1.3.K 	<ul style="list-style-type: none"> Editorial Page Bylines Inverted Pyramid Investigative Journalism

<p>40 Days</p>	<ul style="list-style-type: none"> • certain positions within a newspaper within 2 class periods with 90% accuracy • Describe and analyze key moments in journalistic history within 5 class periods with 90% accuracy. • Evaluate and design investigative stories as an investigative journalist would within 2 class periods with 90% accuracy. • Synthesis an understanding of what photojournalism is and the importance of it within our recent history within 2 class periods with 90% accuracy. • Define, describe and create different parts of a newspaper within 4 class periods with 90% accuracy • Identify and defend parts of a newspaper cover within 2 class periods with 90% accuracy. • Defend, describe, and evaluate the opening of newspaper articles and their efficacy as a story within 2 class periods with 90% accuracy. • Evaluate the importance of the inverted pyramid in a newspaper article within 2 class periods with 80% accuracy. • Create a newspaper article in the inverted pyramid style within 4 class periods with 90% accuracy • Define and evaluate the importance of the 5Ws and 1H in journalistic writing within 2 class periods. • Define what different 	<ul style="list-style-type: none"> • Write a newspaper article • Create a political cartoon • Create a newspaper cover • Write an investigative news article • Write an editorial • Write an Op-Ed. 	<ul style="list-style-type: none"> • Publisher • Copy • Objectivity • Yellow Journalism • Article • Inverted Pyramid • First Amendment • Snapshot • Left Ear • Right Ear • Newsline • Breaking news • Lead • Main Color Art • Side bar • Cover story • Color Band • Nameplate • Byline • Headline • Cut • Deck • Photo Credit • Jumpline • Graphic • Outline • Index
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	<p>newspapers are within 2 class periods with 80% accuracy.</p> <ul style="list-style-type: none"> Analyze and create a political cartoon within 2 class periods with 80% accuracy. 			
Resources	Mass Media in a Changing World, 4th Edition ; Schoology; Google; iMacs; Final Cut Pro suite; quizziz; kahoot; bloket			
Formative Assessments	Teacher check for understanding, whole group discussion, think-pair-share, station activities (jigsaw, carousel), at-the-bells, exit tickets, writing tasks, check your understanding, selection quizzes/tests, essay scoring, visual representations (web or concept maps), analogy prompts, oral questioning, follow-up probes, misconception check, independent reading and reflecting; review games			
Summative Assessments	Selection quizzes/tests, writing assignments, creative projects, analysis questions based on content			
Strategies for ELL and IEP Support	1:1 support, chunking, shortened essay and questions, translations offered, adapted texts provided, push-in/pull-out support, word banks, shortened multiple choice questions and options, choice of a partner/group, guided notes, co-teaching, communication with ESL & special education teachers, visuals to correspond with notes/activities, use sentence frames, word webs, flash cards, numbered heads, carousel; pairing bilingual students together to help with translation, translate documents and instructions for ELL students, provide spanish subtitles for videos for ELL students			

IAA Curriculum

Content Area	Mass Communication	Grade	9-12
Course Name	Mass Communication Major Level I		

Unit	Unit 4: Magazines in print media			
Big Ideas	<ul style="list-style-type: none"> Publishing, news print, journalistic writing, newspaper types, marketing of newspapers, different forms of journalistic writing, key players on the newspaper, moments in history defined by news and newspapers 			
Essential Questions	<ul style="list-style-type: none"> What importance do newspapers have in our society? How did newspapers come to be and how have they evolved over the centuries? What is journalistic writing and what are the different types of journalistic writing? How have newspapers changed over the decades? What are the newspapers known and how have they shaped history? What is the inverted pyramid and how does it structure a news article? What are the 5Ws and 1H? What characteristics make up a front cover of a newspaper? Who are the key players that work on newspapers? What elements of a newspaper have changed throughout the years? What makes a newspaper sell? 			
Key Learning Objectives & Skills	<ul style="list-style-type: none"> Analyze the importance of newspapers in our society Analyze the history of newspapers and important milestones Analyze and compare what journalistic writing is and how it differs from creative writing Evaluate what the importance of 5Ws and 1H is Evaluate why certain newspapers were the first to be created and how they shaped history Describe and defend what makes up a strong newspaper cover Create examples of newspaper covers Evaluate and define what photojournalism is Describe and analyze what freedom of press means and how it came to be Describe what investigative journalism is Define, describe, and prove what different elements of a newspaper are and why they exist Describe and defend what key players in the newspaper industry are and the importance of each of these players Connect marketing strategies with the newspaper industry 			
Number of Days	Smart Objectives/SWBAT/Selection	Instructional Strategies and Activities	PA CC Standards	Vocabulary
	<ul style="list-style-type: none"> Evaluate what freedom of press is and how it came into existence within 2 class periods with 80% accuracy. Evaluate the importance of 	<ul style="list-style-type: none"> Vocabulary Network Guided Notes Graphic Organizers Pair-Share Checks for understanding 	<ul style="list-style-type: none"> 9.1.3.H, 9.1.3.J 9.1.3.K 	<ul style="list-style-type: none"> Editorial Page Bylines Inverted Pyramid Investigative Journalism

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	<p>newspapers are within 2 class periods with 80% accuracy.</p> <ul style="list-style-type: none"> Analyze and create a political cartoon within 2 class periods with 80% accuracy. 			
Resources	Mass Media in a Changing World, 4th Edition ; Schoology; Google; iMacs; Final Cut Pro suite; quizziz; kahoot; bloket			
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