

MEDIA

Unit 1

Media Forms, Representation & Australian Stories

COURSE OUTLINE:

In this unit students will explore, analyse and develop an understanding of audiences and the core concepts underpinning the construction of representations and meaning in different media forms. The study of Media includes media forms such as the press, radio, film, TV and photography, and media processes such as publishing, advertising, new production and popular culture. In this unit, students will analyse advertising, photography and film, create print advertising and film, record and edit media products. In this unit, students will:

- Analyse advertising and film
- Create print advertisements
- Film and edit short films

AREAS OF STUDY:

- Media representations
- Media forms in production
- Australian stories

OUTCOMES:

On completion of this unit, students should be able to:

1. Describe the way that the media constructs a reality and explain how the process of representation influences this.
2. Use the media production process to design and evaluate media representations
3. Analyse the structural features of Australian media texts.

ASSESSMENT:

S or N based on the demonstrated achievement of the outcomes specified above.

Unit 2

Media Production & the Media Industry

COURSE OUTLINE:

In this unit students further develop an understanding of the concept of narrative in media products and forms in different contexts. Narratives in both traditional and newer forms include film, television, sound, news, print, photography, games, and interactive digital forms. Students analyse narratives, create short films and look at the impact of new media technologies. In this unit, students will:

- Research specific roles in the media production industry
- Work as part of a production team to script, film and edit short films
- Research various impacts on new media technologies

AREAS OF STUDY:

- Narrative, style and genre
- Narratives in production
- Media and change

OUTCOMES:

On completion of this unit, students will learn to:

1. Analyse the style of media producers and creators.
2. Explain the media production process and demonstrate production skills in collaborative media productions.
3. Discuss the influence of new media technologies.

ASSESSMENT:

S or N based on the demonstrated achievement of the outcomes specified above.