**MEDIA STUDIES SYLLABUS**

Week #1- What is Media? What is Pop culture?

Key concepts of Media/six roles of media

Forms. Codes and Conventions

**Quiz #1**

Week#2- Ideology, Values and Norms

Commercialism

How does Media correspond to culture?

The Medium is the message

**Writing assignment # 1**

Week#3- Ideals and Values /Codes and conventions

Target audience ?Genres of media

Week #4- **Writing assignment # 2**

Media and Gender/ stereotyping

Advertising /Role of advertising/culture/ Technology

What are they selling?

**Quiz #2**

Week#5- #6 Newspaper

History of printed text

Parts of the Newspaper

Who/what/why/when/where/How- article writing

What is a story? Audience/ purpose

Magazines

**Create Newspaper assignment.**

Week #7- **Project #1- top five advertising campaigns**

**Due at the end of the week.**

Subliminal messages

Week#8- Script writing/ audience

Audacity/ adobe auditions/ Mood /Voice

**Project #3- Radio advertisement**

**Due at the end of the week**

Week#9- Psychographics /Emotional appeal

Controversy in media advertising

Paper Prototyping

**Project#2- Advertising poster – Photoshop**

Week#10- #11 **Project #4- Television advertisement**

Week #12The World Wide Web

Global Media Market

Week #13- #14 Media Mongols- Case study Format

No Logo- the power of image

**Presentation of Case study**

Week#15-#16 **Final Presentation Exam**