

## **Essential Outcome - Media Studies Grade 11 – EMS 301**

### **Understanding and Interpreting Media Texts**

- identifies and explains the purpose and audience of print advertisements, websites, music videos, and films
- identifies and explains the messages in and meaning of media texts, including advertisements and films
- describes how an individual's interpretation of a text can be connected to social class or position
- identifies the codes and conventions used in media texts and explains how they help to create meaning
- analyzes and interprets how the language, tone, and point of view used in media texts work to influence the interpretation of messages
- describes the characteristic of particular media genres and forms, and explains how they help to convey meaning and influence the audience

### **Media and Society**

- analyzes the representation of groups and individuals in media texts and comment on the perspectives, beliefs, or biases that are evident in the texts
- analyses media representations of current social, political, and cultural issues and events, and explain how the representations might affect the audience's interpretation of the issues
- analyzes the representation of behaviours and attitudes in media texts and comment on how they influence the behaviours and attitudes of the audience
- evaluates the impact of mass media on perceptions of Canadian identity
- examines the ways in which the media and communication technologies can infringe on the privacy rights of individuals, and how consideration of those rights affects the behaviour of the media industry
- explains how people use media and communication technologies in their personal and working lives and identify some of the effects of those technologies

### **The Media Industry**

- analyzes how and why media companies, sponsors, and advertisers identify and target audiences based on socio-economic factors and how they assess and react to audience response
- identifies some of the ways in which the delivery of content to audiences has changed as a result of new technologies and describe the effects of those changes

- explores how a media product or personality is marketed to an audience across a range of media platforms
- researches the current patterns of media ownership and explain the impact of these patterns on access, choice, and range of expression
- analyzes the factors that determine what media texts will or will not be made available to the public
- analyzes the effects of new technologies on the media industry

### **Producing and Reflecting on Media Texts**

- creates media texts for different purposes and audiences
- selects and uses the conventions and techniques of a particular form to produce media texts
- selects and uses the appropriate level of language, tone, and point of view when creating media texts for specific purposes and audiences
- identifies and distinguishes between the various positions involved in the production of a variety of media texts
- selects and present work that reflects their growth and competence as media creators, and explains the reasons for their choices