

IAA Curriculum

Content Area	Mass Communication	Grade	7
Course Name	Mass Communication Rotation 7		

Unit	Unit 1: Introduction to Mass Communication			
Big Ideas	<ul style="list-style-type: none"> • Communication, Media, Demographics, development of thoughts, ideas and concepts • Why is Mass Communication an integral part of society and how does it affect consumerism? 			
Essential Questions	<ul style="list-style-type: none"> • What does it mean to communicate? • What is considered a large group of people? • What is media and what are some types of media? • What are demographics? • How does the media industry make people keep coming back for more? 			
Key Learning Objectives & Skills	<ul style="list-style-type: none"> • Interpersonal vs. Mass Communication • Forms of communication • History of communication • Evolution of media • Demographics • Hook of media, games, books 			
Number of Days	Smart Objectives/SWBAT/Selection	Instructional Strategies and Activities	PA CC Standards	Vocabulary
15-20 Days	<p>Students will be able to...</p> <p>Differentiate between interpersonal and mass communication.</p> <p>Define the word Mass and which forms of communication are used for the Masses.</p> <p>Describe the history of communication.</p> <p>Explain what constitutes media and the evolution of media over time.</p> <p>Analyze demographics and their use by companies.</p>	<ul style="list-style-type: none"> • Vocabulary Network • Guided Notes • Graphic Organizers • Pair-Share • Checks for understanding • Forms of media 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 • Demographics • Hook

	Discuss a form of media and the demographics and advertising used.			
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			

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Unit	Unit 2: Broadcast News			
Big Ideas	<ul style="list-style-type: none"> • Communication, Media, Demographics, development of thoughts, ideas and concepts • Justify and explain why and how broadcast news has kept our world connected and why it has changed throughout history. 			
Essential Questions	<ul style="list-style-type: none"> • What is broadcast news? • Why was broadcast news created? • How did broadcast news come into creation? • Who are the key players in news broadcasting? • How does a news broadcast work? • What does a newsroom look like? 			
Key Learning Objectives & Skills	<ul style="list-style-type: none"> • Broadcast news • History of broadcast news • Monumental moments in news broadcasting • Key players in broadcast news • How a news script works • Bias in media 			
Number of Days	Smart Objectives/SWBAT/Selection	Instructional Strategies and Activities	PA CC Standards	Vocabulary
20-30 Days	<p>Students will be able to...</p> <p>Define broadcast news and explain its creation.</p> <p>Explain the monumental moments in news broadcasting history.</p> <p>Identify the key players in news broadcasting.</p> <p>Describe what a newsroom looks like.</p> <p>Identify the similarities and differences of broadcast news and</p>	<ul style="list-style-type: none"> • Vocabulary Network • Guided Notes • Graphic Organizers • Pair-Share • Checks for understanding • Media bias project • News package 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 • Broadcast news • Newsroom • Print journalism • Script • Bias

	<p>print journalism.</p> <p>Define bias and identify bias in media.</p> <p>Discuss solutions for changing bias in media.</p>			
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			