

“Attitude is Everything”: Acquiring a Positive Attitude through the Media 11/12

District Name: Delta School District

District Number: 37

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Date Developed: 2011-07-15

School Name: Sands Secondary School

Principal’s Name: Jeanette Beaulieu

Board/Authority Approval Date:

Board/Authority Signature:

Course Name: “Attitude Is Everything”: Acquiring a Positive Attitude through the Media

Grade Level of Course: Grade 11 & 12

Number of Course Credits: 4

Number of Hours of Instruction: 115

Prerequisite(s): None

Special Training, Facilities or Equipment Required: None. Cameras and Computers will be provided.

Course Synopsis

This course will focus on developing a positive attitude through media productions such as film, television, print etc. Students will become familiar with people skills to interact positively with their peers and people in general on a daily basis. This course will empower students to form a lens to look at issues and ideas from other people's perspective. Through the media we will watch human nature in action and explore deeper understanding to why people behave the way they do.

Students will develop awareness of different personality types and will establish strategies to communicate effectively with them. In addition, we will explore how to set goals and then manage them on a daily basis. Students will identify habits that positively impact them and replace those that don't. We will also look at the power of social media today. Students will also begin to recognize patterns of achieving success and how particular patterns in life impact their living. Lastly, we will explore ways individuals can make a difference and implications of being a positive person. In its entirety, this class will support cooperation, student-centred learning and a positive attitude.

Rationale

Attitude plays such a vital role in one's life. It is imperative that we teach it to our students at young age so they can take full advantage of opportunities offered to them during their lives. This course builds their confidence and provides them a solid foundation to productive member of the democratic society and good human beings. Students, through the use of varying mediums, will learn to understand themselves by building on their strengths and managing their weaknesses. At the same time students will be taught to accept others as who they are. In addition, as parents are becoming overwhelmed with the work load in our society, it will help students to learn positive attitude in a school setting.

Organizational Structure

Unit/Topic	Title	Time
Unit 1	Understanding Human Nature through Multi-Media	25 hours
Unit 2	Personal Growth and Media	25 hours
Unit 3	Power of Media in the context of social networking	25 hours
Unit 4	You Matter	15 hours
Unit 5	Global perspective	25 hours
Total Hours		115 hours

Unit/Topic/Module Descriptions:

Unit 1: Understanding Human Nature Through Multimedia (25 Hours)

The goal of this unit is to introduce students to many facets of human nature. The purpose of this unit is to teach them how to interact with others and to make a positive impact within society. The lessons in this unit will focus on promoting this message through varying mediums television, film, literary works, music, etc. This unit will also introduce methods of public speaking and human relation skills. Students will relate media stories and situations to their own lives. Students will practice newly acquired skills in class and out of class. This unit will provide students with an opportunity to analyse media scenarios and develop their own Public Service Announcements to promote positive values.

Curriculum Organizers-- *Fundamental techniques of communicating and establishing relationships with people*

a) Ways To Make People Like You:

- ❖ Students will learn strategies which will allow them to bring positivity into their lives.
- ❖ Students will demonstrate ways in which positivity impacts relations with others.
- ❖ Students will demonstrate the ability to use the media to locate ways in which positivity creates long lasting success.
- ❖ Students will learn ways in which to create positive long lasting relations with family, friends, their community, and the globally.

b) How To Bring Your Point To The Forefront:

- ❖ Students will learn ways to promote positive thinking to the wider community through the use of media.
- ❖ Students will participate in a variety of individual and cooperative activities.
- ❖ Students will understand the role of media in promotion and awareness.

c) Be A Leader: How To Make Change Without Offending Others:

- ❖ Students will develop ideas to promote positive thinking among others.
- ❖ Students will develop Public Service Announcements and Awareness campaigns to create change without offending others.
- ❖ Students will demonstrate their ability to make and edit short video presentations
- ❖ Students will demonstrate the ability to give persuasive presentations.

Unit 2: Personal Growth & Media (25 Hours)

This unit is designed to give students some tools to use media for their own personal growth. Students will learn how to recognize the everyday choices that will make the difference between failure and success. Students will learn how to identify habits that serve them and replace the ones that do not. Students will also discover their own strengths and weaknesses and learn to build on their strengths and manage their weaknesses.

Curriculum Organizers: - *Principles of Success*

a) The Slight Edge Advantage: Learning Everyday

- ❖ Students will look at varying mediums and their learning power.
- ❖ Students will demonstrate the ability to create connections
- ❖ Students will create their own piece of work which provides a learning experience for others.
- ❖ Students will organize oral, written, or visual information into a variety of written and graphic form.
- ❖ Students will create oral presentations using a variety of formats.

b) The Art of Goal Setting

- ❖ Students will look at texts that influence goal setting.
- ❖ Students will demonstrate goal setting skills.
- ❖ Students will examine examples in which goal setting text has created a positive attitude / environment.
- ❖ Students will create a text on a topic of their choice which will assist with goal setting.

c) Find yourself and be yourself: there is no one else on earth like you!

- ❖ Students will examine forms of media which help with finding your identity.
- ❖ Students will examine talk shows and their influence on finding yourself.
- ❖ Students will make connections on the positive influence of the media on self.
- ❖ Students will create a talk show or an episode of a television show which will promote change or finding your true self.
- ❖ Students will develop script writing skills.

Unit 3: Power of Social Media (25 hours)

In this unit students will learn to analyze the role social media plays in their daily lives. Students will explore different types of social media sites and modes of communication. Most importantly, students will learn how to use the power of social media to affect positive change in attitude. Students will also examine examples of how the social media has had a positive impact on businesses, communities (domestic/global) and on particular individuals. This unit will focus on analysis and the growing influence of social media outlets.

Curriculum Organizers: *Growing influence of Social Media*

a) **Power Of Social Media**

- ❖ Students will identify ways in which mass (Social) media influences individual perceptions and social behaviours.
- ❖ Students will examine ways in which social media impacts their school, community, country and the world.
- ❖ Students will assess the role of social media on businesses, the economy and government of different nations (look at advertising, promoting, governmental policies, and political movements)

b) **Modes Of Social Media**

- ❖ Students will expand their understanding on different modes of social media.
- ❖ Students will become aware of ways to maintain privacy when using social media.
- ❖ Students will demonstrate the ability to use social media safely

c) **How To Use Social Media To Affect Positive Change**

- ❖ Students will assess the role of social media in making changes worldwide. (E.g. Global connections, organizing movements and events, etc.)
- ❖ Students will assess whether the positive effects of social media outweigh the negative impacts or vice versa.
- ❖ Students will demonstrate the ability to debate.
- ❖ Students will describe how different arrangements of words, sounds, and visuals alter intended impact.
- ❖ Students will demonstrate appropriate criteria to critique their own and others' ideas, use of language relative to purpose and audience.

Unit 4: “You Matter” (15 hours)

The purpose of this unit is to make students realize that they are special, every one of them. Students will learn that they have unique talents and abilities and who they are has a purpose. Students will explore that they lack nothing in that context. Furthermore, students will learn strategies to overcome difficulties and find the joy of living in the present. This unit will try to promote self-esteem and self-image through the use of varying mediums. The intent of this unit is to allow students to come to the realization that forms of medium can have a positive impact on individuals.

Curriculum Organizers: “You Matter”

a) Who You Are Has A Purpose: Accepting Individuality

- ❖ Students will develop an understanding on the use of media to create self-esteem.
- ❖ Students will create brochures on promoting self-esteem and self- image.
- ❖ Students will be shown how self-image can be interpreted positively through the media.
- ❖ Students will critically examine image through the media.

b) Empower Yourself:

- ❖ Students will develop ways to promote self-esteem and self-image through the use of multiple mediums.
- ❖ Students will understand how the mediums of media can be used as productive tools of empowerment
- ❖ Students will demonstrate their abilities to use multi-mediums.
- ❖ Students will apply appropriate strategies for locating and using information from a variety of print and non-print resources, including electronic resources.
- ❖ Students will establish goals and plans for achievement, needs, and interests.

Unit 5: Receiving A Global Perspective through the Media (25 hours)

In this unit we will study the effects of positive change from a global perspective. Students will learn that they are part of the human race and ways in which they have positive and negative global implications. Students will learn the power of one and how to take advantage of media to bring about positive change. We will explore the butterfly effect and look into ways to build positive communities around the world. Some of the issues discovered in this unit will be global poverty, global warming, conservation, racism, Middle East/ North Africa Unrest, etc.

Curriculum Organizers: *Global Change through Media Awareness*

a) Implications of positive attitude:

- ❖ Students through film will understand how media can promote a positive global image.
- ❖ Students will establish the importance of the media in creating global awareness.
- ❖ Students will learn the importance of creating change through establishing a positive attitude.
- ❖ Students will learn ways in which to “Pay it forward” and make a difference in the world.
- ❖ Students will create awareness campaigns to change a certain part of their school or local community: (Pay it forward movie)
- ❖ Students will demonstrate cooperative learning

b) Butter Fly Effect: Small actions having large effects

- ❖ Students will examine how the media is used as an outlet to rely global information.
- ❖ Students will understand how the media has a butterfly effect, and how small amounts of knowledge relayed through the media can have broader impacts.
- ❖ Students will connect local events to global events.
- ❖ Students will use a variety of organizational structures and appropriate transitions to enhance oral, written, and visual communications.

c) Using Media To Bring About Positive Change Around The Globe:

- ❖ Students will assess ways in which they can make a positive impact on global issues through the media.
- ❖ Students will examine ways in which media has created positive changes in the world in relation to pressing global concerns.
- ❖ Students will establish ways in which they can use media to bring awareness to global concerns.
- ❖ Students will demonstrate the ability to write for a variety of audiences and purposes.
- ❖ Students will use a variety of computer programs to create and edit their presentations.

Instructional Components

- Student-centred learning
- Cooperative group work
- Filming work
- Word processing work
- Independent work
- Learning partners
- Web quest
- Plead Your Case
- Fish Bowl Debate
- Free writing
- Listening Teams
- Jigsaw
- Poster Tours

Assessment Components

Sixty percent (60%) of the grade of this course will be based upon unit assignments, quizzes and projects. This grade will be based on the effort and creativity that students put into their work. Students who develop new and innovative ideas to will receive a matching grade in this course and vice versa for those that put in minimal effort.

Thirty five percent (35%) of the student's grade will be based upon the completion of a course summation project in which students will create their own short film promoting an issue discussed during the course. Another component of this summation project will be a script which students are required to hand in for five percent (5%).

Formative Vs. Summative

Type Of Assessment	Category	Details	Weighting (%)
Formative	Practical Application	Assignments & Quizzes Projects: PSA, Brochure, Advertisements.	
Summative	<i>Performance</i> <i>Documentation</i>	Group Film Project Film Script	30 % 5%
		Total:	100%

Learning Resources

- Daily handouts (notes)
- Teacher worksheets and criteria for assignments, projects, etc.

Additional Course Information

This course will be used to promote a positive attitude among our students. Many families use the school as an institution to establish change in the lives of their children; hence, this particular course will promote change and positivity through the use of media outlets. This course will be centred on how the media can have a positive impact on creating positivity and a good self image among our students.

Bibliography

Board/Authority Authorized Courses: Requirements and Procedures Ministry of Education, Province of British Columbia, 2003.

English Language Arts 11 Integrated Resource Package. Ministry of Education, Province of British Columbia, 1998.