EDCP 481
Media Studies (Across the Curriculum)
S. Petrina (2016)

Organizing Curriculum of Media Education

There are various ways of organizing curriculum of media studies, where the goal is media literacy and technological literacy, and the outcomes include key aspects or key concepts. However, most media education courses are fairly similar in the way curriculum is organized. Basically for media education, the common organizations are media practice-based, media discipline-based, media industry-based, and media process-based. You will likely recognize all of these and have a preference. This course adopts the practice-based organization.

1. Curriculum
    1. Curriculum as a Vehicle to Outcomes, Key Concepts, Literacies, Skills
    2. Curriculum as Object Lessons or Demonstrations of Key Aspects & Concepts, Literacies, Skills
    3. Media Studies as Integration
    4. Media Studies as Course

Taxonomies
Media can be classified according to the **symbols** (primarily) used for encoding (word/image and digital/iconic symbols), the **channels** of perception addressed (one-channel/two-channel, optical/acoustic/audiovisual), the **technology** (product, e.g., print/radio or process, e.g., advertising, broadcasting) and **availability** (stored/unstored). http://ieg-ego.eu/en/threads/backgrounds/media-genres#Thetermmedium

1. Practice-Based Curriculum
    1. Media & Technology Practice
    2. Media & Technology Ethics & Law
    3. Media & Technology Method, Theory & History
2. Discipline-Based
    1. Media Appreciation
        1. Aesthetics
        2. Sensations
    2. Media Criticism
        1. Anthropology of Media
        2. Sociology of Media
    3. Media History
    4. Media Production
        1. Advertising
        2. Broadcasting
        3. Illustration
        4. Journalism
        5. Photography and Video

3. Media Industry-Based
    1. Newspaper
    2. Newsreel
    3. Radio
    4. Television
    5. Web
4. Mass Media or Technology-Based
    1. Oral, Pictograph, Illustration and Script from prehistory to late antiquity
    2. Print (books, pamphlets, newspapers, magazines, etc) from the late 1400s
    3. Photos from about mid 1800s
    4. Recordings (gramophone records, magnetic tapes, cassettes, cartridges, CDs, DVDs) from the late 1800s
    5. Cinema from about 1900
    6. Radio from about 1910
    7. Television from about 1950
    8. Internet @ web from about 1990
    9. Mobile devices from about 2000
5. Media Form and Practice-Based
    1. Advertising, Branding and Marketing
        1. Newsvertising
        2. Advertorial
        3. Native Advertising
        4. Sponsored Content
        5. Age of Persuasion http://www.cbc.ca/ageofpersuasion/archives.html
    2. Animation
    3. Audio-visual Media / Multimedia
    4. Broadcasting
    5. Cinema
    6. Cyberspace (e.g., website, blog, wiki, facebook, twitter)
    7. Illustration
    8. Journalism
    9. Mass Media
    10. Music
    11. Narrowcasting
    12. P2P
    13. Phone / Cell Phone / Smart Device
    14. Photography
    15. Photojournalism
    16. Radio
    17. Social Media
    18. Television
    19. Text
    20. Video
    21.
6. Process-Based
    1. Advertising & Newsvertising

2. Animating
3. Broadcasting
4. Editing
5. Filming
6. Illustrating
7. Managing
8. Mediasiting
9. Messaging and Texting
10. Narrowcasting
11. Performing
12. P2P (Peer-to-Peer Sharing)
13. Producing
14. Photographing
15. Reporting / Journalism
7. Communication-Based
    1. One-to-one
    2. One-to-many
    3. Many-to-Many
    4. Entertainment
    a.