

English Unit Task- Media Studies

Create, Present, and Evaluate your own Media Production

Instructions :

- 1) Your task is to create a poster, video, website, Ad, or any other media production.
- 2) You must present your media to the class.
- 3) You must explain :
 - the Purpose of the Media
 - the intended Audience, and how this is reflected by :
 - the techniques and conventions used.
 - the Values that the media reflects .
- 4) Your peers will rate the effectiveness of the media. Likewise you will you will rate theirs using the rubric below.
- 5) You will write a self-reflection on your work on the task and this unit.

Rubric

| | Level 1 | Level 2 | Level 3 | Level 4 |
|---|--|---|---|---|
| Knowledge - relevance and detail | <i>Limited</i> questions covered and in detail. Relevant media vocabulary used wherever applicable | <i>Some</i> questions covered and in detail. Relevant media vocabulary used wherever applicable | <i>Most</i> questions covered and in detail. Relevant media vocabulary used wherever applicable | <i>All</i> questions covered and in detail. Relevant media vocabulary used wherever applicable. |
| Communication- Presentation and vocabulary | <i>Limited</i> use of appropriate Conventions and Techniques of media that suit purpose and audience | <i>Some</i> Conventions and Techniques of media suit purpose and audience well | <i>Most</i> Conventions and Techniques of media suit purpose and audience well | <i>All</i> Conventions and Techniques of media suit purpose and audience well. |
| Thinking /Inquiry- Planning, evaluating, creative thinking | Limited sources referenced. Limited evidence of drafting and editing | <i>Some</i> sources referenced. Some Evidence of drafting and editing | <i>Most</i> sources referenced. Evidence of drafting and editing | <i>All</i> sources referenced. Thorough evidence of drafting and editing |
| Application connections and application to real-life | Application of media to audience and purposed hardly explained | Application of media to audience and purposed adequately explained | Application of media to audience and purposed mostly explained | Application of media to audience and purposed clearly explained |

Reflection, Feedback and Evaluation

| | Self-Reflection | Peer Feedback | Teacher Evaluation |
|--------------------------|------------------------|----------------------|---------------------------|
| Knowledge | | | |
| Communication | | | |
| Thinking /Inquiry | | | |
| Application | | | |