

# **MEDIA STUDIES FORM 2 2009-2010**

Textbook: *Exploring the Media Landscape* (Media Education for Form 2)  
Joseph Borg & Mary Anne Lauri (Media Centre Publications 2004)

## **FIRST TERM**

### **Chapter 1: Media in Our Lives**

Different ways of communicating  
Mass media communications  
Broadcasting media  
Cinema  
New technologies  
Mass media and face-to-face communications  
Media in our lives

### **Chapter 2: Media in Society**

Media in society  
Role of the media  
Paying for the media  
The Media in Malta

## **SECOND TERM**

### **Chapter 3: The Influence of the Media**

The influence of the media  
Life according to television  
Stereotyping  
Stereotyping and the media  
Stereotyping of races and nations  
Media and pornography  
Media and violence  
Guides for media users

### **Chapter 4: News**

News in the media  
Where does news come from?  
What is news worthy?  
Writing news stories  
Gathering news  
Television news

## **THIRD TERM**

### **Chapter 5: Advertising**

Advertising  
What is an advert?  
Words used in advertising  
Television adverts  
Radio Adverts  
Print media advertising  
Advertising on the Internet  
Advertising conventions  
The advertising agency  
Campaigns for a good cause  
Advertising and stereotyping  
Consumer protection  
Advertising and values

**Assessment scheme:**

| <b>When</b>         | <b>Criteria</b>  | <b>Marks</b> |
|---------------------|--|--------------|
| Mid-Year Exam       | Exam   | 100          |
| Mid-Year Assessment | Class work, homework, attitude, behaviour & participation during lessons | 20           |
| Annual Exam         | Exam   | 100          |
| Annual Assessment   | Class work, homework, attitude, behaviour & participation during lessons | 20           |