

# MEDIA STUDIES FORM 2

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>
Academic Assessment	Home works, class works	50
Behaviour Assessment		10
Mid-Year Exam	Exam	100
Academic Assessment	Home works, class works	50
Behaviour Assessment		10
Annual Exam	Exam	100
Academic Assessment	Home works, class works	50
Behaviour Assessment		10