

ENG4U 21st Century Literacy

Unit 1 Assignments

Throughout this unit of study, you will complete several assignments that will demonstrate your ability to understand, critically analyze, and create media texts. You should expect to complete the major part of these assignments as homework.

21st C. Literacy Unit Marks Allocation	
Reflective Blogging	10
Media Text Analysis	10
News Analysis	10
Evaluating Online Resources	10
Comic strip analysis	10
Unit Test	50
Total Marks Available	100

1	Reflective Blogging (1 Post, 2 Comments) – due Fri. Sep 5	15
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Think about the type of person that you want to be when you are old (70+). Use our discussions in class to help you generate ideas. Your post should be about 250-500 words in length. Tag and categorize it appropriately. Use an appropriate image (Creative Commons and properly cited).

Comment meaningfully on at least two of your classmates' posts and respond to any comments you receive on yours. **Complete the self evaluation and submit it by Thursday September 17.**

2	Media Text Analysis – due Fri. Sep. 11	15
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Find an advertisement that interests you and analyze it using the five key media literacy questions. Pay particular attention to any gender stereotyping and male violence in your chosen media text, and explain its significance and impact.

The five key questions are:

1. Who created this message?
2. What techniques are used to attract my attention?
3. How might different people understand this message differently?
4. What lifestyles, values, and points of view are represented in or omitted from this message?
5. Why was this message sent?

Submit your written analysis along with a copy of the related ad. Write your analysis in complete sentence and paragraphs. You may use headings related to each of the key questions to organize your analysis.

3	News Analysis – due Tue. Sep. 15	10
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Use the analysis framework provided in class to discuss a 30 to 60 minute news broadcast. Using complete sentences and paragraphs, critique the broadcast. Your submitted critique should be between 400 – 600 words. You may either submit a hard copy to me or else post it on your blog to invite your peers' comments.

4 Evaluating Online Resources – due Tue. Sep. 15**10**

The issue of climate change (or global warming) has led to a proliferation of online sites addressing the topic from a variety of perspectives. As a group, your task is to find **five** credible online sources that a student could reliably use in developing an essay or presentation on the topic.

Go to the class wiki: <http://webereng4u.wikispaces.com/>. If you haven't already registered, do so. Follow the instructions online to create a page on the class wiki for your group, and post your selected resources there.

For each online source, list:

- The source title and URL
- Author(s), hosts, and/or sponsors
- A 1-2 sentence summary of the site's content
- 3-5 reasons why it is a credible source

You MUST receive 70% or higher on this assignment in order to proceed with any other projects in the course. Students who do not meet this grade the first time will stay with me after school or at lunch and re-do the assignment until it is satisfactorily completed.

5 Comic Strip Analysis – due Wed. Sep. 16**10**

Find a comic strip of **at least** five frames. You may use an excerpt from a comic book or a graphic novel that has a similar style to the comics discussed in class.

Analyze each of the five frames, and for each frame discuss:

- camera distance
- camera angle
- other techniques
- overall effect and contribution to the story.

Submit your work in complete sentences and paragraphs, along with a copy of the five frames that you analyzed.