Bentonville Schools

Course Name: Media Literacy
School Year: 2025-2026

Course Description: This course promotes critical thinking and provides students with the opportunity to develop media literacy through evaluating and analyzing media texts (film, TV, news, advertising, popular culture, and print media).

Overview of Student Outcomes

Timeframe 2 weeks	**Unit One Focus: Media Literacy Guiding Questions (SL.9-10.3)** The student can/will analyze media (news, film, documentary) according to the guiding questions ● Who created this text? ● What creative techniques are used to attract my attention? ● How could this text be understood differently? ● What values, points of view, and ideologies are represented or missing from this text or influenced by the medium? ● Why was this text created and/or shared? ● Whom does this text advantage and/or disadvantage?
Timeframe 5 weeks	**Unit Two Focus: Advertising, Persuasion, and Propaganda (SL.9-10.2, SL.11-12.1,SL.9-10.3)** The student can/will analyze media for persuasive techniques, bias, and purpose Argumentation ● Target audience ● Logical fallacies ● Emotional appeals ● Graphic design/visuals Bias ● Analyzing election cartoons and political commercials ● Contrasting coverage of issues in the media ● Learning Targets/Goals (Essentials and/or Performance Indicators) **Include the standard number associated w/the LT/goal* Context ● Examine process of cultural transmission through generations ● Understand historical development of print, television, internet news ● Non-fiction genres of journalism (documentary) ● compare/contrast mainstream news sources
Timeframe 6 weeks	**Unit Three Focus: Representations of Race, Gender, Social Status, and Ideology in Media Messages (SL.9-10.3, SL.11-12.1)** Key Questions: ● How do gender, race, age and class shape our understanding of our own power or powerlessness? ● Whose voices are portrayed in the mass media and whose perspectives are omitted? ● What ideas and values are depicted in media representations?

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Timeframe **5 weeks**	**Unit Four Focus: Detournement Semester Summative Project (W.11-12.2b,W.11-12.8, W.11-12.1.a, SL.11-12.4, SL.11-12.5, W.11-12.4)** **Student choice related to previous units of study and tied to current events** ● Develop the topic thoroughly by selecting the most significant and relevant facts, extended definitions, concrete details, quotations, or other information and examples appropriate to the audience's knowledge of the topic. ● W.11-12.8 Research to Build and Present Knowledge: Gather relevant information from digital sources, using advanced searches effectively. ● W.11-12..1.a Text Types and Purposes: Introduce precise, knowledgeable claim(s), establish the significance of the claim(s), distinguish the claim(s) from alternate or opposing claims, and create an organization that logically sequences claim(s), counterclaims, reasons, and evidence. ● SL.12.4: Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that viewers can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. ● SL.12.5: Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest. ● W.11-12.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to the task, purpose, and audience.
Available Student Support for Learning: Refer to the teacher's Course Syllabus and Google Classroom for resources and course specific opportunities. Student Textbook/Online Learning Platform:	
Link to Course Standards on ADE Website: http://www.arkansased.gov/divisions/learning-services/curriculum-support/humanities/english-language-arts/english-language-arts-standards-and-courses	
State/National Assessments and/or Certifications: **N/A**	
Link to AMI Documents: https://docs.google.com/document/d/171bnJjcK-tFSrHIt3wD574A3KwtTgTPwptezOry6F8M/edit	
Check your grade on Home Access Center for up-to-date information.	