Media and Oral Communication Enduring Understandings

OVERARCHING QUESTIONS

- What are my ears for?
- Why should I listen?
- What does listening do for me?
- What does listening do to me?
- What does media do to me?

ENDURING UNDERSTANDINGS

1. Sound creates different meaning for different audiences (it persuades...).
2. Listening is essential to communication.
3. I can create/produce a variety of media that manipulate sound.
4. I recognize my strengths and weaknesses in interpreting a variety of media texts.

ESSENTIAL QUESTIONS

Enduring Understanding 1: Sound creates different meanings for different audiences.

- How does sound create meaning?
- How do I package something so that the audience will listen? Also applies to 2, 3 & 4
- What am I going to do to get people's attention? (set mood, persuade, purpose, comprehension strategies)

A)   What sounds create meaning? Why are sounds created?
B)   How do I understand the messages I hear?
C)   How does sound carry or create meaning?
- How does sound serve a variety of purposes? e.g., persuade, entertain, etc.

D)   Are some sounds better than others and to who?
   − What response will I get from a particular sound?
E)   What is the purpose of sound products?

Other ideas:
   − How do I understand the messages I hear?
   − What's the difference between noise and meaningful sound?
   − How will different audiences interpret a particular sound?
   − Who will the sound engage or who will respond to the sound and how?

Resources / Activities:

- Communication model
- Communication games
- Categories
- Telephone
- Cooperative game

Enduring Understanding 2: Listening is essential to communicating.

A)   What is listening?
   How does listening fit into the communication model? (Review from grade 9)

B)   Why do I need to be able to listen?
   − What happens to me when I don't/can't listen?
   − What are my responsibilities as a listener?
   − Why is listening a survival skill?
   − What am I listening for? (purpose, focus,)

C)   How can I do it (listen) well?
   − How can I demonstrate that I am listening?
   − What are different approaches to listening?
   − What makes me a good receiver? /What strategies can I use to help me listen in an intelligent way?

D)   What can I learn from the media by listening to it? (APPLY IT!)
   − What can I learn from listening?
   − Which media are designed to be listened to?
   − What can I learn from the media by listening to it? I.e. what does the media do for me?

Resources / Activities:

- Schafer, R. Murray, "Ear Cleaning" (text)
- "I like noise", poem
- The art of foley –
- *Peter and the Wolf*
- *Star Wars* music

Enduring Understanding 3: I can create/produce a variety of media that manipulate sound.

A)   Why am I creating and who is it for?
- Why am I creating this product?
- Who is my audience?
- Scope? Mass vs. Interpersonal

B)   What medium best suits my purpose and audience?
- What techniques do I need to utilize to create this product?
- What tools and skills do I need to create this product?
- What is the best way to present my ideas?

C)   What process will I use to plan and create a clear and coherent product that...?

D)   How do I present something so that it will have the appropriate impact/the audience will listen appropriately?

Resources / Activities:

- Terry O'Reilly "The Age of Persuasion", CBC Radio One
- The Edge: The Ongoing History of New Music

Enduring Understanding 4: I recognize my strengths and weaknesses in interpreting a variety of media texts (Metacognition)

Strengths
- What are my strengths as a listener?
- What is the strongest component of my product and why?
- What strategies did I successfully use...?
- What am I most proud of?

Weaknesses
- For me, what do I find the most difficult part about listening?
- What is a weakness with my media product?
- What am I least satisfied with?

Next Steps
- How can I improve as a listener?
- What strategies do I need to improve in order to create a quality media product?

Specific Strategies
- Ticket out the door
- 3, 2,1: 3 things you did well, 2 things to improve on, 1 actions to take to impove