

# TOWNSHIP OF UNION PUBLIC SCHOOLS



## 9-12 / Exploring Social and Digital Media

September 17, 2019

### **Mission Statement**

The mission of the Township of Union Public Schools is to build on the foundations of honesty, excellence, integrity, strong family, and community partnerships. We promote a supportive learning environment where every student is challenged, inspired, empowered, and respected as diverse learners. Through cultivation of students' intellectual curiosity, skills and knowledge, our students can achieve academically and socially, and contribute as responsible and productive citizens of our global community.

### **Philosophy Statement**

The Township of Union Public School District, as a societal agency, reflects democratic ideals and concepts through its educational practices. It is the belief of the Board of Education that a primary function of the Township of Union Public School System is to formulate a learning climate conducive to the needs of all students in general, providing therein for individual differences. The school operates as a partner with the home and community.

## Course Description

Exploring Social and Digital Media course is designed to introduce students into New Media. New Media currently refers to new and emerging technologies including tablets and smart-phones. It also refers to the digital media presented on these devices, such as news apps, blogs and websites, social media, online newspapers, videos and podcasts. Students will focus on social media, vlogging, and news, using YouTube as their platform. Students will also create their own original podcast using Soundcloud app. Students will discover and lead discussions on controversies within the digital world, and analyze the power of media on society.

## Curriculum Units/Pacing Guide

<b>Unit # / Title</b>	<b>Number of Days</b>
Unit 1: General Safety and Skills	5
Unit 2: Introduction to Social and Digital Media	20
Unit 3: YouTube and Vlogging	20
Unit 4: Mobile Journalism	20
Unit 5: Podcast Revolution	25

## Unit Standards Overview

Overview	Standards	Unit Skills Focus	Content-Specific Practices (when applicable)
<b>Unit 1</b> <b>General Safety and Skills</b>	9.3.12.AR.2 9.3.12.AR.3	Demonstrate safety in use of equipment and in Annex TV Studio as well as rules of outside the studio.	
<b>Suggested Resources</b> <i>Provide links to specific resources/activities</i>	Television Production & Broadcast Journalism, 3 <sup>rd</sup> edition Goodheart –Willcox Publisher		
<b>Unit 2</b> <b>Introduction to Social and Digital Media</b>	9.3.12.AR.6 9.3.12.AR-AV.1 9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4	Identify differences in social media then and today as well as the impact it has on the future.  Demonstrate proper use of mobile equipment and editing on iMovie.	
<b>Suggested Resources</b> <i>Provide links to specific resources/activities</i>	Television Production & Broadcast Journalism, 3 <sup>rd</sup> edition Goodheart –Willcox Publisher		
<b>Unit 3</b> <b>YouTube and Vlogging</b>	9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4 9.3.12.AR.4	Identify the basics of YouTube such as branding your channel and understanding the policies and guidelines in the YouTube community.	
<b>Suggested Resources</b> <i>Provide links to specific resources/activities</i>	Television Production & Broadcast Journalism, 3 <sup>rd</sup> edition Goodheart –Willcox Publisher  YouTube Creator Academy -youtube.com		
<b>Unit 4</b> <b>Mobile Journalism</b>	9.3.12.AR-AV.1 9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4	Identify and lead discussions on controversies within the digital world, and analyze the power of media on society, including unbiased reporting.	
<b>Suggested Resources</b> <i>Provide links to specific resources/activities</i>	Television Production & Broadcast Journalism, 3 <sup>rd</sup> edition Goodheart –Willcox Publisher		

<b>Unit 5</b> <b>Podcast Revolution</b>	9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4	Identify what a podcast is and how to produce a podcast.
<b>Suggested Resources</b> <i>Provide links to specific resources/activities</i>	Television Production & Broadcast Journalism, 3 <sup>rd</sup> edition Goodheart –Willcox Publisher	

## Curricular Units

Unit 1: General Safety and Skills			
Content Standards	Critical Knowledge & Skills ("Unpacked" Standards)	Content-Specific Practices (when applicable)	Standard Mastery Examples <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
9.3.12.AR-AV.2: 9.3.12.AR-AV.3	Demonstrate appropriate behavior around the mobile equipment in class and on location.	Demonstration of safe appropriate practice throughout the school year.	Appropriate practice throughout the year on equipment
9.3.12.AR-AV.2: 9.3.12.AR-AV.3	Demonstrate safe operation procedures of all equipment.	Demonstrate proper safety precautions and procedures with the corresponding equipment.	Written safety test

Unit 1 Assessment Plan	
Formative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Summative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Do Now, Exit Card, Discussion	Written Safety Test

Unit 1 Suggested Modifications/Accommodations/Extension Activities		
English Language Learners (ELL) <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Special Education / 504 <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Gifted and Talented <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Immersion for ESL students.	IEP adjustments as needed per student.	Work assignments adjusted as needed.

Unit 1 Connections	
NJSLS - Technology <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Technology Standards</a>	Career Readiness Practices <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Career Readiness Practices</a>
8.1.12.F.1	CRP1. - CRP2. - CRP11. - CRP12.
21st Century Skills <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">21st Century Life and Skills</a>	Interdisciplinary Connections <i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Student Learning Standards</a>
9.3.12.AR-AV.2 - 9.3.12.AR-AV.3	

**Unit 2: Introduction to Social and Digital Media**

<b>Content Standards</b>	<b>Critical Knowledge &amp; Skills</b> (“Unpacked” Standards)	<b>Content-Specific Practices</b> (when applicable)	<b>Standard Mastery Examples</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
9.3.12.AR.6 9.3.12.AR-AV.1	Identify what social media was like in the early days before smart phones.	Discuss the disadvantages students would have during this time.	Do Now Exit Card Review Assignment
9.3.12.AR.6 9.3.12.AR-AV.1	Identify social media’s advantage with the welcome of the iPhone. Including the beginning of Facebook and other social media platforms.	Discuss the advantages of cellphones and smartphones and how they have changed the way we communicate.	Do Now Exit Card Review Assignment Facebook Profile About Me Project
9.3.12.AR.6 9.3.12.AR-AV.1	Identify how social media has changed since 2010, with the introduction of social media apps student use today.	Discuss the positive and negative effects that social media has on society.	Do Now Exit Card Review Assignment Social Media Tracking Assignment\
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4	Identify proper use of mobile equipment.	Demonstrate proper use of mobile equipment.	Do Now Exit Card Review Assignment Quiz
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4	Identify proper editing techniques using iMovie.	Demonstrate proper techniques of editing using iMovie.	Do Now Exit Card Review Assignment Quiz Video Project Written Test



Unit 2 Assessment Plan	
Formative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Summative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Do Now, Exit Card, Review Assignment, Discussions	Facebook Project, Social Media Tracking Assignment, Written Test, Quiz, Video Project

Unit 2 Suggested Modifications/Accommodations/Extension Activities		
English Language Learners (ELL) <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Special Education / 504 <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Gifted and Talented <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Immersion for ESL students.	IEP adjustments as needed per student.	Work assignments adjusted as needed.

Unit 2 Connections	
NJSLS - Technology <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Technology Standards</a>	Career Readiness Practices <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Career Readiness Practices</a>
8.1.P.B.1 - 8.1.2.B.1 - 8.2.5.A.4 - 8.2.2.B.1 - 8.2.2.B.4 - 8.2.5.B.6	CRP1. - CRP2. - CRP11. - CRP12.
21st Century Skills <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">21st Century Life and Skills</a>	Interdisciplinary Connections <i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Student Learning Standards</a>
9.3.12.AR.6 - 9.3.12.AR-AV.1 - 9.3.12.AR-AV.2 - 9.3.12.AR-AV.3 - 9.3.12.AR-JB.3 - 9.3.12.AR-JB.4	

**Unit 3: YouTube and Vlogging**

<b>Content Standards</b>	<b>Critical Knowledge &amp; Skills</b> ("Unpacked" Standards)	<b>Content-Specific Practices</b> (when applicable)	<b>Standard Mastery Examples</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3	Identify what YouTube is and why it is so revolutionary in the world of new media.	Discuss YouTube and the impact it has made on society.	<a href="#">Creator Academy Lesson 1</a> Do Now Exit Card
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3	Identify the basics of YouTube and how to get started by creating your own channel.	Discuss and demonstrate navigation through YouTube.	<a href="#">Creator Academy Lesson 2</a> Do Now Exit Card
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3	Identify how to brand you channel.	Create a Channel Name for team, Channel Banner, Chanel icon and description of channel.	<a href="#">Creator Academy Lesson 3</a> Do Now Exit Card Create an original Channel Name, Art and Description for team
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4 9.3.12.AR.4	Identify the YouTube community polices and guidelines.	Demonstrate knowledge of YouTube polices and guidelines.	<a href="#">Creator Academy Lesson 4</a> Do Now Exit Card Creator Academy Course exam Video Project

Unit 3 Assessment Plan	
Formative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Summative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Do Now, Exit Card, YouTube Creator Academy, Channel Creation Assignment	YouTube Creator Academy Course Exam, Video Project

Unit 3 Suggested Modifications/Accommodations/Extension Activities		
English Language Learners (ELL) <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Special Education / 504 <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Gifted and Talented <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Immersion for ESL students.	IEP adjustments as needed per student.	Work assignments adjusted as needed.

Unit 3 Connections	
NJSLS - Technology <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Technology Standards</a>	Career Readiness Practices <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Career Readiness Practices</a>
8.1.P.B.1 - 8.1.2.B.1 - 8.2.5.A.4 - 8.2.2.B.1 - 8.2.2.B.4 - 8.2.5.B.6	CRP1. - CRP2. - CRP11. - CRP12.
21st Century Skills <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">21st Century Life and Skills</a>	Interdisciplinary Connections <i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Student Learning Standards</a>
9.3.12.AR-AV.2 - 9.3.12.AR-AV.3 - 9.3.12.AR-JB.3 - 9.3.12.AR-JB.4 - 9.3.12.AR.4	

**Unit 4: Mobile Journalism**

<b>Content Standards</b>	<b>Critical Knowledge &amp; Skills</b> (“Unpacked” Standards)	<b>Content-Specific Practices</b> (when applicable)	<b>Standard Mastery Examples</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
9.3.12.AR-AV.1	Identify the rise of Facebook and its effects on the news media.	Discuss Facebook and its power through society.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.1	Discuss the involvement in the election of both President Obama and President Trump as well as the future possibilities in elections.	Discuss the influence Facebook and other social media platforms have on politics.	Do Now Exit Card Review Assignment
9.3.12.AR.4	Discuss the legal challenges Facebook has faced when it comes to privacy, fake news, ect.	Discuss the legal challenges that Facebook has faced.	Do Now Exit Card Quiz
9.3.12.AR.4	Identify the ethics of journalism and what biased and unbiased news is.	Discuss knowledge in ethical journalism and the skills required to be an unbiased reporter.	Do Now Exit Card Identify What News Is Assignment
9.3.12.AR.4	Discuss the future of the media and how they have evolved to the changing of the way society receives information.	Predict the influences that social media will have on the future.	Do Now Exit Card Review Assignment Written Test
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4	Discuss what it means to be a mobile journalist and the skills required.	Demonstrate good unbiased journalism as a mobile journalist.	Video Project (Mobile Journalist)

Unit 4 Assessment Plan	
<b>Formative Assessment</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	<b>Summative Assessment</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Do Now, Exit Card, Review Assignments	Written Test, Video Project

Unit 4 Suggested Modifications/Accommodations/Extension Activities		
<b>English Language Learners (ELL)</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	<b>Special Education / 504</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	<b>Gifted and Talented</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Immersion for ESL students.	IEP adjustments as needed per student.	Work assignments adjusted as needed.

Unit 4 Connections	
<b>NJSLS - Technology</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Technology Standards</a>	<b>Career Readiness Practices</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Career Readiness Practices</a>
8.1.P.B.1 - 8.1.2.B.1 - 8.2.5.A.4 - 8.2.2.B.1 - 8.2.2.B.4 - 8.2.5.B.6	CRP1. - CRP2. - CRP11. - CRP12.
<b>21st Century Skills</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">21st Century Life and Skills</a>	<b>Interdisciplinary Connections</b> <i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Student Learning Standards</a>
9.3.12.AR-AV.1 - 9.3.12.AR-AV.2 - 9.3.12.AR-AV.3 - 9.3.12.AR-JB.3 - 9.3.12.AR-JB.4	

**Unit 5: Podcast Revolution**

<b>Content Standards</b>	<b>Critical Knowledge &amp; Skills</b> (“Unpacked” Standards)	<b>Content-Specific Practices</b> (when applicable)	<b>Standard Mastery Examples</b> <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
9.3.12.AR-AV.1	Identify what a podcast is and the difference between them and the radio.	Identify what a podcast is and discuss the differences between various types of podcast and radio shows.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4	Identify descriptive story telling using words only and no picture.	Demonstrate descriptive story telling using words.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4	Identify and demonstrate podcast system equipment.	Demonstrate operation of podcast equipment.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-JB.3 9.3.12.AR-JB.4	Demonstrate how to create and produce a podcast show.	Demonstrate use of podcast equipment as well as Garage Band for editing.	Do Now Exit Card Review Assignment Written Test Audio Project (Podcast Episode)

Unit 5 Assessment Plan	
Formative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Summative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Do Now, Exit Card, Review Assignments	Written Test, Audio Project

Unit 4 Suggested Modifications/Accommodations/Extension Activities		
English Language Learners (ELL) <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Special Education / 504 <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Gifted and Talented <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Immersion for ESL students.	IEP adjustments as needed per student.	Work assignments adjusted as needed.

Unit 4 Connections	
NJSLS - Technology <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Technology Standards</a>	Career Readiness Practices <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Career Readiness Practices</a>
8.1.P.B.1 - 8.1.2.B.1 - 8.2.5.A.4 - 8.2.2.B.1 - 8.2.2.B.4 - 8.2.5.B.6	CRP1. - CRP2. - CRP11. - CRP12.
21st Century Skills <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <a href="#">21st Century Life and Skills</a>	Interdisciplinary Connections <i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i> Refer to the <a href="#">NJ Student Learning Standards</a>
9.3.12.AR-AV.1 - 9.3.12.AR-AV.2 - 9.3.12.AR-AV.3 - 9.3.12.AR-JB.3 - 9.3.12.AR-JB.4	