

**COMMUNICATIONS TECHNOLOGY – SOCIETAL IMPACTS
CURRICULUM REVIEW**

The current Communications Technology curriculum was created in 2009. It is old and a little outdated because the world of Communications Technology has changed drastically in the years since its release. In this task, we will analyze curriculum expectations relating to the Communication Technology’s impact on society.

PART 0 – CURRICULUM EXPECTATIONS

Read the senior Communications Technology course expectations related to societal impacts.

TGJ 3M Expectations Relating to Society	TGJ 4M Expectations Relating to Society
<ul style="list-style-type: none"> • demonstrate an understanding of social standards and cultural sensitivity and use appropriate and inclusive content, images, and language in communications media productions (<i>e.g., including people from different races, cultures, and backgrounds in media productions; portraying minority groups with respect and sensitivity; avoiding sexism, homophobia, and cultural or racial bias</i>); • describe the effects of current trends in communications technology (<i>e.g., interactivity, on-demand programming, user-generated content, specialty channels such as the Aboriginal Peoples’ Television Network</i>) on society and different cultures within society. 	<ul style="list-style-type: none"> • describe how cultural diversity can be reflected in media products (<i>e.g., by offering specific programming for narrowcasting to different cultural groups, creating content in minority languages, choosing project topics that reflect the interests of diverse communities, using inclusive content and images</i>); • evaluate the societal and cultural effects of converging and emerging technologies (<i>e.g., in digital imaging, interface design, interactive media</i>) from various perspectives (<i>e.g., the head of an established business, an entrepreneur, a media worker, a consumer</i>).

PART 1 – INCLUSIVE MEDIA

- a) Why is it important to create media that is inclusive?
- b) Do you think the world moving in the right direction in regards to inclusiveness in Communications Tech media?
- c) How can we continue to increase awareness of the importance of inclusiveness?

PART 2 – ON-DEMAND

On-demand media is now seen as the norm. In the past, consumers of media such as radio and television were forced to listen to the programming that was currently playing at the time. With the emergence of podcasts and streaming services such as YouTube and Netflix, a consumer can choose what they want to listen to.

- d) List the societal advantages and disadvantages of on-demand access to media.

PART 2 – NARROWCASTING

Narrowcasting, which is the opposite of broadcasting, is the idea that media can be created for very specific target groups and still be economically viable. The viability of such targeted media has increased drastically with the emergence of the internet and a connected world.

For example, in the past, a local TV station would not want to broadcast a program about Dungeons and Dragons at it

was just too specific for the general population. However, nowadays, with on-demand access to media and a connected world, there are plenty of individuals that would be interested in such a specific topic. Also, the cost of creation of content has dropped drastically which also makes such programming viable.

e) Give advantages and disadvantages of the emergence of narrowcasting.

PART 3 – TIMELINE OF EMERGING TECHNOLOGIES

f) Create a general timeline of how people consumed media in different time periods. This could include emerging forms of information transmission such as storytelling, books, newspapers, radio, television (B&W, soundless, color, on-demand), digital media on desktops and digital media on mobile devices (websites, on-demand video, social media, interactive media).

Your timeline should include approximate dates and a brief description for all the dates. You do not need to focus on specific years but rather on decades.

g) Now that you have considered how people have lived over the years, how do you think current emerging technologies are impacting our society? Give advantages and disadvantages of today's emerging technologies.