

Syllabus

English for Media Literacy

COURSE DESCRIPTION

A course for the undergraduate students of educational program “Journalism”

Course type: elective (blended)

The part of course: <https://www.coursera.org/learn/fashion-design>

Abstract:

This course is designed for non-native English speakers who are interested in learning more about U.S. media literacy. In this course, you will explore different types of mass media, such as newspapers, magazines, television, and social media. This course will also give you the opportunity to develop a broader understanding of the role media plays in our lives, while building your vocabulary and giving you the language skills needed to analyze what you read and watch. The first unit in this course will provide an introduction to media literacy and give you an opportunity to evaluate your own media literacy level. In unit 2, you will learn how to identify facts versus opinions in the media. The next unit in the course will focus on the differences between social media and traditional media, while unit 4 will look at how gender and identity are covered in the media. In the final unit of the course, you will demonstrate your increased media literacy by through a culminating final project on social media.

COURSE PLAN

Introduction to Media Literacy

In this unit, you will learn what media literacy means and how you can improve your own media literacy skills.

LEARNING OBJECTIVES

- Understand what media literacy is and its importance
- Analyze and interpret media messages through guided questions
- Practice reading strategies to preview a text
- Practice skimming and scanning when you read
- Practice reading for the main idea

- Define and accurately use content-related vocabulary in course activities and games
- Apply comprehension strategies as you read, watch, and listen to a variety of texts and multimedia sources
- Demonstrate your understanding of these texts and key course ideas through comprehension check quizzes and a discussion board response
- Types of Media: Traditional vs. Social
- In this unit you will learn about the differences between traditional and social media, and learn the language necessary to compare them.

LEARNING OBJECTIVES

Become familiar with the two types of media: traditional and social media

Compare and contrast traditional and social media using comparative adjectives

Discover the positive and negative aspects of social media

Understand reductions and how to use them in speech and writing

Define and accurately use content-related vocabulary in course activities and games

Apply comprehension strategies as you read, watch, and listen to a variety of texts and multimedia sources

Demonstrate your understanding of these texts and key course ideas through comprehension check quizzes and a discussion board response

In this unit, you will learn how advertisers use media to market their products.

LEARNING OUTCOMES

Understand what an advertisement is and how advertisements are used

Investigate how advertisers target specific audiences

Correctly order adjectives to describe products

Identify and practice using intensifiers

Compare the features of print advertisements with those of radio and television

Recognize the ways in which the Internet has changed advertisements

Define and accurately use content-related vocabulary in course activities and games

Apply comprehension strategies as you read, watch, and listen to a variety of texts and multimedia sources

Demonstrate understanding of texts and key course ideas through comprehension check quizzes and video assignments

Bias in the Media

In this unit, we will discuss the meaning of media bias and several common types of bias.

READING LIST

Required:

- Deidre P. Media Literacy: Seeking Honesty, Independence and Productivity in Today's Mass Messages. Idebate Press, 2014 — URL: <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=3433193&query=Media+Literacy%3A+Seeking+Honesty> — ProQuest Ebook Central

Optional:

- Conboy M. The Language of Newspapers: Socio-historical Perspectives. Bloomsbury Publishing PLC, 2010 — URL: <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=601688&query=English+for+Journalism> — ProQuest Ebook Central
- Andreas H. Jucker. Social Stylistics: Syntactic Variation in British Newspapers. De Gruyter, Inc., 1992 — URL: <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=938691&query=English+for+Journalism> — ProQuest Ebook Central

GRADING SYSTEM

Cumulative grade according to 10-point system includes all the for required assignments. The cumulative grade will be determined in advance of the final exam. It includes percentages for the various activities as follows:

Check Your Understanding: William Cowen Interview Quiz

Assessment 1: Self-Assessment of Media Literacy Skills Quiz

Check Your Understanding: "Can you Separate Fact from Fiction?" Quiz

Check Your Understanding: "Debate over Free Press in Ukraine Suffers from Old Stereotypes"

Quiz

Check Your Understanding: "Study Finds Most Americans Get News from Social Media" Quiz

Assessment 1: Compare Traditional and Social Media

Check Your Understanding: "5 Ways Social Media Helps Syrian Refugees" Quiz

Check Your Understanding: "Real or Not? Snowboarder's Video in Question" Quiz

Check Your Understanding: Interview with Nancy Bollinger Quiz

Assessment 1: Advertising, thinking critically about ads, and targeting audiences Quiz

Check Your Understanding: "Internet Ads Outpace Print for First Time" Quiz

Check Your Understanding: "Advertisers Join the Search for Friends Online" Quiz

Check Your Understanding: "For the Press, Elections are a Test of Accountability" Quiz

Check Your Understanding: "Are Facebook's Trending Topics Unfair?" Quiz

Check Your Understanding: "Minorities See Improvement, Demand more Diversity on US Television" Quiz

Unit 5 Assessment 1: True or False: Media Diversity Quiz

Check Your Understanding: "Native Americans Take Control of Their Story" Quiz

Check Your Understanding: "Social Media Highlights Sexism in Olympics Coverage"

Quiz

Unit 5 Assessment 2: How Different Groups are Depicted in the Media

When converting the grade into a 10-point GRADING SYSTEM to determine the

final result, the following formula will be applied.

Final grade is formed as follows:

- Cumulative grade — 80%;
- Final exam — 20 %.
- The final exam contains questions studied during online course.

The final grade is rounded up by arithmetic rules.

SPECIAL EQUIPMENT AND SOFTWARE SUPPORT

A personal computer with the Office suite, a sound system and a monitor for demonstration purposes.