

# Course Syllabus

EDTC 5190.01 COURSE NUMBER AND SECTION	Julie Smith INSTRUCTOR	E-MAIL ADDRESS
Topics in Classroom Media: Media Literacy	Spring 2004	2
COURSE TITLE	TERM	CREDIT HOURS
Thursdays, 5:00-8:00 WEBH SITE		

Course Description: (provide details of student focus, rationale, scope, and prerequisite) This course will introduce you to the concept of media literacy, which is a critical thinking skill that helps analyze, critique and evaluate the thousands of media messages we receive daily. Studies in Canada and Great Britain are required to take actual "media literacy" courses in high school, but the movement here in the United States is just beginning. This course will teach you how to implement media literacy-related lesson plans into your classroom, regardless of the ages or ability levels of your students. Our focuses will be on television, advertising, the internet, mass culture and the news industry.

Learning Outcomes: (goals, objectives, course outcomes, etc.) Identify any MOSTE professional standards that are met by each learning outcome.

Goals of this course include the ability to use media literacy methods to increase interest in your classroom and diversity in your lesson plans. A teacher aware of the media and their influence help his/her students become aware as well. Each member of the class will also keep a media journal to record personal media exposure weekly.

MoSTEP Standards:

3d. Connects instruction to student's prior experiences & culture: our students are surrounded by mass media

4b. Creates lessons and activities that recognize the individual needs, provides variances in learning styles: lessons including television and the mass media are high interest for the students

5a. Selects alternative teaching strategies, materials and technology

5b. Engages students in active learning

7c. Supports and expands learner expression in speaking, writing, listening and other media

Schedule of required readings, class preparations and assignments, lectures, discuss student presentations, out-of-class assignments and exams.

Week 1: Jan 15

Lecture:

Introduction to Media Literacy

Text:

Postman, Part 1

Discussion:

Media Journals, Postman

Week 2: Jan 22

Lecture:

History of Media Literacy

Pervasiveness of Television

Text:

Mander, Argument 1

Discussion:

Media Journals, Mander

Assignment:

Two pages of support or rebuttal to Mander's first argument

Week 3: Jan 29

Lecture:

Media as Entertainment or Information?

Text:

Postman, Part 2, Chapter 6

Discussion:

Journals, Postman

Films:

"Talked to Death", "Frontline: Why the Public Hates the Media"

Assignment:

Presentation of one television-related lesson plan

Week 4: Feb 5

Lecture:

Advertising

Text:

Mander, Argument 2

Discussion:

Mander, journals, how our students are affected by adve

Films:

"Frontline: The Merchants of Cool"

Assignment:

Two pages of support or rebuttal to Mander's second argument. Also, bring one fashion or news magazine to class.

Presentation of advertising-related lesson plans.

Week 5: Feb 12

Lecture:

The News Media

Text:

Postman, Part 2, Chapter 7

Discussion:

Postman, journals, our own news experiences

Films:

Oprah "How We Can Change the News", "News Media Under Fire"

Assignment:

Presentation of one news-related lesson plan

Week 6: Feb 19

Lecture:

Media and the Political Process, emphasis on the visual

Text:

Postman, Part 2, Chapter 9

Mander's Argument 3

Discussion:

Postman, journals, absence of valid political information

Films:

"History of News", "Walter Cronkite: News in the 90's"

Assignment:

Two pages of support or rebuttal to Mander's third argument

Week 7: Feb 26

Lecture:

Biases of the media and how they affect your students

Text:

Postman, Part 2 Chapter 10; Mander's fourth argument

Discussion:

Journals, Postman, Mander

Films:

Episodes of "Friends" and "Dawson's Creek"

Assignment:

Write a letter of response to Professor Postman about his

Chapter 10.

Week 8: Mar 5

Lecture:

Summary and course evaluations

Text:

Postman Chapter 11 and Mander's Postscript

Discussion:

Journals, et al

Exam:

Cumulative written exam covering all topics

The Missouri Show-Me Standards are addressed within the content of this course. Identification of specific standards are included within course assignments. Integrated Missouri Assessment Program (MAP) standards and grade levels will be integrated into the course when appropriate.

4.

Resources:

Text(s): Mader, Jerry. Four Arguments for the Elimination of Television, Quill, Nev 1978.

Postman, Neil. Amusing Ourselves to Death: Public Discourse in the Age of Show Business. Penguin Books, 1985.

Supplemental Readings: given in class as directed

5.

EVALUATION: (basis of evaluation with explanation regarding the nature of the assignment and the percentage of the grade assigned to each item below)

Four written assignments: 20%

Examination: 30%

Class presentations of lesson plans: 30%

Class participation: 20%

6.

Supplements (study guide, sample tests, project outlines may be attached.) Please list.

7.

FINAL PROJECTS: Final projects/papers will be returned to students in the following manner:

- Projects/Papers will be returned during the last meeting period.
- Students should provide a self-addressed stamped envelope (appropriate size postage) to the instructor so project/paper can be returned.
- Other (explain)

NOTE; Papers will not be available for pick up from the School of Education Office.

- This syllabus is subject to change at the discretion of the instructor.
- Regular class attendance is required.

