

MEDIA LITERACY

Course Description

This course focuses on techniques the media uses to deliver messages to audiences and elements within the messages. Students understand, identify, analyze, evaluate, create, and apply these techniques throughout the course. The students learn persuasion techniques, such as charisma and nostalgia, and learn the tools of media messaging, such as text vs. subtext. Students will also create their own media messages by making counter-ads. By the end of this course, students will understand the persuasion techniques the media uses and how audiences are targeted to achieve a goal. This course will culminate with a Final Project and Final Exam.

Prerequisite

None

Credit Requirement Area

English

Learning Objectives

- Students will understand how media messages shape our culture and society.
- Students will identify target marketing strategies.
- Students will recognize what the media maker wants us to believe or do.
- Students will identify techniques of persuasion.
- Students will recognize bias, spin, misinformation, and lies.
- Students will evaluate media messages based on their own experiences, skills, beliefs, and values.
- Students will create and distribute their own media messages.
- Students will advocate for a changed media system.
- Students will be analyzing works of media.

Suggested Weekly Schedule

Week	Graded Activities	Suggested Due Date	% Points
1	Assignment 1: Advertisement Effects	Wednesday of Week 1	33%
	Assignment 2: Dove Analysis	Friday of 'Week 1	67%
Week 1 Total Percentage Towards Final Grade			16.6%
2	Assignment 1: Honda Analysis	Friday of Week 2	100%
Week 2 Total Percentage Towards Final Grade			16.6%
3	Assignment 1: Political or News Analysis	Friday of Week 3	100%
Week 3 Total Percentage Towards Final Grade			16.6%
4	Assignment 1: Deconstructing a Media Message	Friday of Week 4	100%
Week 4 Total Percentage Towards Final Grade			16.6%
5	Assignment 1: Viral Topics	Wednesday of Week 5	33%

Week	Graded Activities	Suggested Due Date	% Points
	Assignment 2: Verifying Sources	Friday of Week 5	67%
Week 5 Total Percentage Towards Final Grade			16.6%
6	Final Project: Counter Advertisement	Wednesday of Week 6	50%
	Final Exam	Friday of Week 6	50%
Week 6 Total Percentage Towards Final Grade			17%
WEIGHTED TOTAL			100%