

represents 10% of your final grade. I will be tracking participation throughout the semester and looking for such things as contributing thoughtful commentary during class discussion, asking relevant and insightful questions, offering insights and examples, etc.

Attendance: Attendance is not a criteria for your grade, although it is a part of your participation grade. Attendance and participation are critical to the success of this class – and your success in it. Please do not come to class if you are sick. Contact me and I will work with you to make up anything you missed. Barring serious illness or an emergency, you are expected to attend every session. You are expected to be in class on time and prepared to discuss the topic of the day. You are also expected to participate in the discussion forums (to be discussed further in class).

Lateness: Please be on time for class! If you miss more than 1/4 of a particular class without a verifiable excuse, you will be considered absent.

Learning Environment: All students will demonstrate respect for other people's opinions, listen attentively and use respectful language. Come to class prepared and ready to participate. This means you should have read the required reading for each class session, including any ancillary materials that I post on Canvas. Check your PSH email at least once/day for any updates on class readings and assignments. Please put your phone on vibrate during class time.

Requirements for Written Assignments: All written work must be typed, using a conventional font such as Times New Roman, Garamond, Courier, in 12 point font size, double-spaced, stapled and page numbered. **Points will be deducted if any of these criteria are skipped.**

Proofread all written projects thoroughly for spelling and grammatical errors. I highly recommend you ask another person to read your work before final submission. Assignments that have 3-4 spelling or serious grammatical problems on each page that could have been fixed with a simple spell check will receive an **automatic 10-percent grade reduction.**

Written work should be submitted in the appropriate drop box on Canvas by class time, or in some instances by 11:59pm – make sure to check on Canvas. Documents must be submitted in Microsoft Word or PDF (please convert if you're using other programs) and the file names should include your name and the name of the assignment, e.g., "Smith Reflection #1." I will not accept any assignments more than one day late, barring serious illness or a real emergency, and assignments submitted late without reason may receive a 50% deduction.. If you have an emergency, you are required to contact me to discuss. That being said, we are living in unusual times, and if you are ill, have an illness in your family, or some other related issues, please contact me directly by email. I reserve the right to accept or not accept your submission depending on circumstances.

Course Requirements

Your final grade for the semester will be based on the following components:

Participation 10%: We will complete a variety of learning activities in class including small group discussions, exercises, and mini-projects. You must be in class and engaged with the activities to receive participation points. Activities and discussions correspond with the weekly readings; therefore, you must prepare for class by reviewing the assigned reading. This will enable you to meaningfully contribute to your small group's activities.

Weekly Knowledge Checks (40%): We will be using the book’s companion website at <https://www.mlaction.com/> for most of the weekly assignments. Assigned readings and other preparation work for each week must be completed prior to the start of class. To help you process the content and demonstrate your understanding of the material, each week you will complete a short quiz on Canvas and Flipgrid reflection video chat. You must complete the quiz by class time each Monday, and complete the Flipgrid by Friday at 11:59 PM at the end of each week.

- **Flipgrid Reflections:** There will be weekly reflection assignments throughout the course, each worth 10 points. You are required to review the assigned material and post a reflection using the questions provided in the Flipgrid post. Each reflection must be approximately 500 words total and specifically reference the reading and other assigned material for that week, along with answering the questions posed. Your reflections can be informal, but must reflect quality of thought (analytical, contemplative) and in writing (composition, grammar, punctuation, etc.).
- **Quizzes:** Considerable research indicates that the process of completing a quiz is the best way to learn and remember new material. With this in mind, the course includes a short online quiz every week of no more than 10 questions. Each quiz will be worth the number of questions for the week (i.e., a quiz with 5 question is worth 5 points, a quiz with 7 questions is worth 7 points, etc.). You may use your books/notes, but you are expected to complete the quiz independently.

Media Investigation Paper/Presentation (20%): You will be assigned a media conglomerate to research and write a 5-page paper about the business. Then you will be grouped with others who have your same topic to produce a creative presentation of your choosing using a digital tool of your choosing, such as ScreenCast-o-matic, Padlet, Wakelet, Jamboard, etc.

Final Project: AdBusters Video, Story Map and Presentation (30%): A team project where you will use a media artifact such as an ad, website, or social media account, or a cultural phenomenon such as BLM or “Me Too” and create a “culture jamming” resistance video to be presented to the class during finals week. Your video will be accompanied by a Story Map or similar app that details your creation process.

More information on papers will be discussed in class and posted on Canvas.

A Note about Technology Competencies: Everyone is on the digital/media journey of a lifetime: learning to use new technology tools, as our cell phones, tablets, laptops become essential part of leisure, work and citizenship. But we all don’t begin this course with the same kinds or levels of skill. Some of the apps and digital tools we explore may be new to you. Others will be quite familiar. Some examples may include: Video ANT, Adobe Spark, Canva, FlipGrid, Screencast-O-Matic, Padlet, Opinion and Google Docs, Slides and Jamboard. You can learn from others and teach others by supporting your peers by being a helper, coach, mentor, colleague, collaborator, and critic. Each of these roles promotes learning.

Grading Scale:

94-100%=	A	79-75%=	C+
90-93% =	A-	74-70%=	C
89-87% =	B+	69-60%=	D
86-84%=	B	Below 60%=	F
83-80%-	B-		

CLASS SCHEDULE

Schedule subject to change.

Week	Topic—Activity	Reading/ Assignment
1 8/23, 25	Course Introduction What is Media Literacy and Why is it Needed?	Chapter 1 Quiz 1/Reflection 1
2 8/30, 9/1	Why are Media Important?	Chapter 2 syllabus quiz and syllabus statement due
3 9/6, 8	How Do Media Companies Make Money?	**Chapter 10**
4 9/13, 15	Are Social Media Free?	**Chapter 11**
5 9/20, 22	How Do Search Engines Work?	**Chapter 3**
6 9/27, 29	How Do People Get the News?	Chapter 4

Week	Topic—Activity	Reading/ Assignment
7 10/4, 6	What is the Difference between Advertising, Public Relations, and Propaganda?	Chapter 5 Media Investigation Paper due
8 10/11,13	Why are We Attracted to Characters and Stories?	Chapter 6
9 10/18, 20	Instructor meetings on Zoom Media Investigation Presentations	Presentations
10 10/25, 27	Why Co People Prefer Different Kinds of Entertainment?	Chapter 7
11 11/1, 3	Who Decides What Makes Media “Good”?	Chapter 8
12 11/8, 10	How Do People Decide Who and What to Trust?	Chapter 9
13 11/15, 17	Why Do People Worry About Stereotypes?	**Chapter 12**
11/21-28	Thanksgiving Break	
14 11/29, 12/1	Is My Brother Addicted to Media?	Chapter13

Week	Topic—Activity	Reading/ Assignment
15 12/6, 8	How Do People Become Media Literate? Instructor meetings on Zoom	Chapter 14
12/13-17	Finals week – presentation date tba	