



Media Literacy

EDUO 9144

1 Semester Credit/Unit

Instructor – Beth Levine

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Note: This is a Public syllabus of the course. For a full detailed syllabus please email the instructor.

Course Overview

Analyze how persuasive media messages shape our culture and society. Develop strategies to guide students to critically examine and evaluate media and other resources to determine authority and reliability.

Course Objectives

In this course participants will have opportunity to demonstrate:

- Critically analyze the authority and reliability of information and make comparisons between various formats.
- Identify media techniques and strategies of persuasion
- Understand how media messages shape our culture and society

Course Relation to CCS or other Professional Standards

This course aligns to the standards:

CCSS.ELA-LITERACY.RI.11-12.5 Analyze and evaluate the effectiveness of the structure an author uses in his or her exposition or argument, including whether the structure makes points clear, convincing, and engaging.

CCSS.ELA-LITERACY.RI.11-12.7 Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.

CCSS.ELA-LITERACY.RI.9-10.6 Determine an author's point of view or purpose in a text and analyze how an author uses rhetoric to advance that point of view or purpose.

Course Assignments:

Analyze media messages by creating a portfolio resource of Media Messages for students to review using a variety of media types. Identify media techniques and strategies of persuasion by creating a lesson sequence to identify and explain techniques that elicit a response based on reasoning, emotions and/or authenticity. Understand how media messages shape our culture and society through the creation of a mini – lesson to illustrate the difference between text and subtext to identify the hidden, underlying message. Construct a well-developed project outline for students to create their own form of media and present it to the class as a PSA.

Course Assessment Rubric:

<p style="text-align: center;">EXCELLENT</p> <p>Meets or Exceeds Course Objectives: A to A-</p>	<p style="text-align: center;">ACCEPTABLE</p> <p>Majority of Work Meets Course Objectives; B+ to B-</p>	<p style="text-align: center;">NOT ACCEPTABLE</p> <p>Needs Considerable Improvement: Resubmit Work Suggested: C or below</p>
All work submitted reflects in-depth understanding of course objectives.	Most work submitted reflects in-depth understanding of course objectives.	Work shows little or no in-depth understanding of course objectives.
Assignment responses shows evidence of new knowledge evidenced by creating a collection of varied media resources for students to evaluate. Construct a series of detailed mini-lessons to help students learn persuasive techniques and strategies using a variety of models. Design a student centered project to help students design their own PSA and evaluate their work.	Most responses shows evidence of new knowledge evidenced by creating a minimal collection of media resources for students to evaluate. Mini-lessons are concise and give a limited amount of information related to persuasive techniques and strategies used. Project is in outline form and requires more detailed information for students to initiate.	Responses show little to no evidence of new knowledge evidenced by locating just a few media resources with minimal variety. Mini-lessons do not clearly convey persuasive techniques and strategies used. Project is unclear and disorganized.
Work submitted was organized and clearly articulated.	Most work submitted was organized and clearly articulated.	Work submitted was not organized or not clearly articulated.
Assignment content and required projects were original.	Assignment content and required projects were original.	Evidence that not all assignment content and required projects were original.
Work is free of spelling and/or grammatical errors.	Work has few spelling and/or grammatical errors.	Work has numerous spelling and/or grammatical errors.

- You are allowed 9 months to complete the course. Course questions? Contact your instructor by email.
 - For questions involving your registration or to change your address please contact us at support@dominicanCAonline.com or call (800) 626-5080.
- For Dominican Self-Guided course information go to <http://dominicancaonline.com/Dominican-CA-Online-FAQ>