CSE 612: Media Literacy

Summer Institute 2013

3 Credits

Instructor	Phone	Office	Email	Office Hours
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Course Description:

This course examines the influence of media in our culture and explores methods for teaching media literacy. 21st century media literacy skills include thinking critically about how we consume media messages (access, analysis, evaluation), and becoming skilled in the creation of messages using a variety of media, including, but not limited to, film, websites, photography, and advertising.

Text:

No textbook is required. Readings will be provided in class, and we will also be accessing many online resources.

Moodle website:

I will be using Moodle to provide access to readings and links to resources. You can access our class Moodle website at http://online.wou.edu. Search for CSE 612 Media Literacy, Summer 2013 in the Computer Science Education section. The enrollment key is **MediaLit**. (Note: you should be automatically enrolled in our Moodle course and only need to use these instructions if that did not happen for some reason.)

Course Objectives:

♦ Interpret and evaluate the use of language and images
♦ Examine the effects of word choice, tone, bias, point of view, and structure
♦ Incorporate research and critical analysis
♦ Design persuasive arguments
♦ Recognize emotional appeals, propaganda, and speaker bias
♦ Recognize structure as part of the message
♦ Investigate the source of a media presentation or production—who made it and why?
♦ Understand and evaluate how structure, images, and language influence an audience's emotions and thinking

Class Assignments and Expectations:

1. Read articles and explore resources assigned between classes and be prepared to actively participate in discussions of the issues raised in these articles.

2. Post a daily reflection in your Media Literacy blog in response to class readings and class activities.

3. Participate in all in-class activities.

4. Complete an in-class, written media analysis on final day of class.

5. Complete a final project.

Grading

Lab	Pts*
Class participation	30
Blog postings	20
Media analysis	25
Final project	25

Grades (%)	
A	93-100
A-	90-92
B+	88-89
B	83-87
B-	80-82
C+	78-79
C	73-77
C-	70-72
D	60-69
F	below 60

	Topic	Readings (tentative--may change)

Day 1	Introduction to Media Literacy
	   5 key concepts
	   5 key questions
	
	Media Ownership
	
	Motivations and Advertising
	   Propaganda
	    Product Placement
	    Stealth Advertising
	Branding
		<u>Read before first class</u>:
		
		Hobbs, ***Expanding the Concept of Literacy***
		
		Media Mergers Debate
		  a. Policing the Thinkable
		  b. The myths of encroaching global media ownership
		  c. Media corporations versus democracy
		  d. The workable real versus the absolutist ideal
		  e. Why media mergers matter
		  f. It's a wrap? Why media matters to democracy
		  g. A world without absolutes
		
		<u>Read before 2nd class</u>
		Meme Warfare in the Movies
		The Brand Story Web Marketing Process
		Mouse-ke-fear
		The Medium Is the Soup Commercial
		Commercials You Can't Zap

Day 2	Media Constructions
	    Whose Truth?
	    Ethics of choice
		Neda, Obama and the Power of Pictures
		Eye on Image-Making: Looking vs. Seeing

Day 3	Distortions in Media
	    What sells the news?
	    Misrepresentation
	    Media influence on message
	    Civilian reporters
		Green Claims by Media Go Unchecked
		The Price of Misinformation in the Media
		What to Believe in the Digital World
		Al Jazeera — the world through a new lens

Day 4	Constructing Messages
	    How images work
	    Connotations/Denotations
	    Composition
	    What is omitted?
	    Influence of sound.
		Read before Monday:
		How Commercial Jingles Work
		http://money.howstuffworks.com/commercial-jingle.htm/printable
		
		Watch some old commercials on TV Party
		http://www.tvparty.com/comjing.html
		
		Girls Dieting, Then and Now
		
		University of Vermont Semiotics web essay
		http://www.uvm.edu/~tstreete/semiotics_and_ads/

Day 5	Images in Advertising
	    Persuasion techniques
	    Photo manipulation
	    Food styling
	    Analyzing advertisements
		Use the weekend to do some exploratory research and to write your final project proposal.

Day 6	**Proposals for Final Projects due**
	
	Differences in Audiences
	    Differing perspectives
	    Violence in the media
	    Semiotics
	
	Market Segmentation
	    Audience preferences
	    Generating consumers
	    Narrowcasting
		NY Times *Supersize Me* review
		Spurlock Food Scare a Super Size Scam
		
		Industry Tightens Its Standards for Tracking Web Surfers
		
		Chapter 1 of *Ways of Seeing*, John Berger
		
		A Web Essay on the Male Gaze, Fashion Advertising, and the Pose

Day 7	Media and Values
	    Generalizations &
	        stereotypes
	    Minority cultures
	    Where stereotypes come from
	        Disney
	        Television
	        Superheroes
	        Cartoons
		The Power of Images
		Skin Tones and Racial Stereotypes
		Stereotyping based on facial characteristics (Afro-American)

Day 8	Becoming Images
	    How we become images
	    Body Images
	    Health and habits
		The Seven Great Debates of the Media Literacy Movement
		Deadly Persuasion: 7 Myths Alcohol Advertisers Want You to Believe

| | Teens and Media

In-class Media analysis | Beauty...and the Beast of Advertising |
|---|---|---|
| **Friday, July 19** | Last day to submit final research projects | |

Plagiarism policy

Much of the work we do in this class involves using online electronic texts and images as a resource. If you use material you have found online, you are expected to acknowledge the source and, in the case of text, paraphrase as appropriate. If you use another writer's words, you must put those words in quotation marks (or use block quote formatting) and formally cite where they came from. If you cut and paste text or any other material without crediting your source, you are plagiarizing. Plagiarism is unethical and can lead to a failing grade.

WOU Student Support Services Available

• Disability Accommodation: If you have a documented disability that my require assistance, you will need to contact the Office of Disabilities Services (ODS) for coordination in your academic accommodations. The ODS is located in the Academic Programs and support Center (APSC) Suite 405. The phone/TTY is (503) 838-8250
• Writing Center (www.wou.edu/las/humanities/writingctr)
• Learning Resource Center (www.wou.edu/provost/aalc/learning)
• Counseling Center
• Department or College Resources

Background Reading

Books on Media and Culture

Alexander, A. & Hanson, J. (2007). *Taking Sides: Clashing Views in Media and Society.* McGraw-Hill Contemporary Learning Series: Dubuque, IA. 384 pp.

Appadurai, A. (1988). *The Social Life of Things: Commodities in Cultural Perspective.* Cambridge University Press: MA. 352 pp.

Arnheim, R. (1969). *Visual Thinking*. University of California Press: Berkeley. 344 pp.

Bauerlein, M. (2008). *The Dumbest Generation: How the Digital Age Stupifies Young Americans and Jeopardizes Our Future.* Penguin Group: New York. 264 pp.

Berger, J. (1972). *Ways of Seeing*. BBC: London. 166 pp.

Birkerts, S. (1994). *The Gutenberg Elegies*: The Fate of Reading in an Electronic Age. Faber and Faber: Boston. 232 pp.

Brand, S.. (1987) *The Media Lab*. Penguin Books, NY.

Brown, J.S. & Duguid, P. (2002). *The Social Life of Information*. Harvard Business School Press. 330 pp.

Brugioni, D.A. (1999). *Photo Fakery: The History and Techniques of Photographic Deception and Manipulation.* Brassey's: Dulles, Virginia.

De Kerckhove, D. (1995). *The Skin of Culture: Investigating the New Electronic Reality*. Kogan Page: London. 226 pp.

Dertouzos, M. (1997). *What Will Be: how the new world of information will change our lives.* HarperCollins, NY.

Dyson, E. (1998). *Release 2.0: A Design for Living in the Digital Age*. Broadway Books, New York

Ewen, S. & Ewen, E. (1992). *Channel of Desire*: *Mass Images and the Shaping of American Consciousness.* University of Minnesota Press. 272 pp.

Ewen, S. (1990). *All Consuming Images: The Politics of Style In Contemporary Culture.* Basic Books. 352 p.

Franklin, U. (1990) *The Real World of Technology*. CBC Massey Lecture Series. House of Anansi Press Limited.

Freidman, T. (2007). *The World Is Flat 3.0: A Brief History of the Twenty-first Century.* Picador. 672 pp.

Gates, B. (1995) *The Road Ahead*. Viking-Penguin.

Gitlin, T. (2002). *Media Unlimited: How the Torrent of Images and Sounds Overwhelms Our Lives*. Hentry Holt and Company: New York. 260 pp.

Gourley, K. (1999). *Wizards: a behind-the-scenes look at Media Manipulations.* Twenty-First Century Books: Brookfield:,CT 128 pp.

Hiassen, C. (1998). *Team Rodent: How Disney Devours the World*. Ballantine Books. 96 pp.

Johnson, S. (2001*). Emergence: The Connected Lives of Ants, Brains, Cities, and Software.* Scribner: New York. 288 pp.

Johnson, S. (1997.) *Interface Culture: How New Technology Transforms the Way We Create and Communicate.* Harper*Edge*: San Francisco. 264 pp.

Johnston, C. (2000). *Screened Out: How the Media Control Us and What We Can Do About It.* M.E. Sharpe: Armonk, NY.216 pp.

Kelly, Kevin. (1995). *Out of Control: The New Biology of Machines, Social Systems, & the Economic World.* Basic Books: New York. 528 pp.

Kilbourne, J. (1999). *Can't Buy My Love: How Advertising Changes the Way We Think and Feel.* Simon and Schuster: New York. 366 pp.

Lanham, R. (1995). *The Electronic Word: Democracy, Technology, and the Arts.* University of Chicago Press. 302 pp.

Lessig, L. (2002). *The Future of Ideas: The Fate of the Commons in a Connected World.* Vintage. 284 pp.

Lessig, L. (2005). *Free Culture: The Nature and Future of Creativity.* Penguin. 368 pp.

Mayer, R. E. (2009). *Multimedia Learning.* Cambridge University Press: Cambridge. 304 pp.

McCloud, S. (1993). *Understanding Comics: The Invisible Art*. HarperPerennial: New York. 215 pp.

McGann, J. (2001). *Radiant Textuality: Literature after the World Wide Web*. Palgrave: New York. 272 pp.

McLuhan, M. (1998) *Understanding Media: The Extensions of Man.* Seventh Printing. MIT Press: MA 365 pp. (orig. pub. In 1911)

Meyrowitz, J. (1985). *No Sense of Place: The impact of electronic media on social behavior.* Oxford University Press: New York. 416 pp.

Minski, M. (1988). *The Society of Mind*. Simon and Schuster. 335 pp.

Monmonier, M. (1991). *How to Lie with Maps.* University of Chicago Press: Chicago. 207 pp.

Naisbitt, J. (1984). *Megatrends*: *Ten New Directions Transforming Our Lives*, Warner.

Negroponte, N. (1996). *Being Digital.* Vintage. 292 pp.

Papert, Seymour. (1980). *Mindstorms: Children, computers & powerful ideas.* Basic Books, NY.

Petroski, H. (1989). *Pencil: A History of Design and Circumstance*. Alfred A. Knopf: New York. 434 pp.

Postman, Neil. (1992). *Technopoly: The Surrender of Culture to Technology*. Vintage Books: New York. 213 pp.

Postman, Neil. (1985). *Amusing Ourselves to Death: Public Discourse in the Age of Show Business.* Viking Penguin: London. 184 pp.

Rheingold, H. (2002). *Smart Mobs: The Next Social Revolution*. Basic Books: Cambridge, MA. 266 pp.

Rheingold, H. (1985). *Tools for Thought: The History and Future of Mind-Expanding Technology*. MIT Press: Cambridge, MA. 359 pp.

Rheingold, H. (1991). *Virtual reality: The Revolutionary Technology of Computer-Generated Artificial Worlds - and How It Promises to Transform Society.* Simon & Schuster. 464 pp.

Rifkin, J. (2005). *The End of Work.* Tarcher. 400 pp.

Roszak, T. (1994) *The Cult of Information: A Neo-Luddite Treatise on High-Tech, Artificial Intelligence, and the True Art of Thinking.* Pantheon. 400 pp.

Sanders, B. (1995). *A Is for Ox: The Collapse of Literacy and the Rise of Violence in an Electronic Age.* Vintage. 288 pp.

Savan, L. (1994). *The Sponsored Life: Ads, TV, and American Culture.* Temple University Press: Philadelphia. 354 pp.

Schor, J. (1993). *The Overworked American: The Unexpected Decline Of Leisure*. Basic Books: New York. 272 pp.

Schor, J. (1999). *The Overspent American: Why We Want What We Don't Need.* Harper Paperbacks. 272 pp.

Small, G. & Vorgan, G. (2008*). iBrain: Surviving the Technological Alteration of the Modern Mind*. HarperCollings: New York. 240 pp.

Stark, S. (1997). *Glued to the Set.* The Free Press: New York. 340 pp.

Stephens, M. (1998). *The rise of the image, the fall of the word.* Oxford University Press: New York. 259 pp.

Toffler, Alvin. (1981) *The Third Wave.* Bantam Books: NY

Turkle, S. (1995) *Life on the Screen.* Touchstone, NY.

Twitchell, J. (1996). *Adcult USA: The Triumph of Advertising in American Culture.* Columbia University Press: New York. 279 pp.

Wheeler, Thomas H. (2002) *Phototruth or Photofiction: Ethics and Media Imagery in the Digital Age.* Lawrence Erlbaum Associates: Mahwah, NJ

Books on Media Literacy

Beach, R. (2007) *teachingmedialiteracy.com: A Web-Linked Guide to Resources and Activities.* Teachers College Press: New York. 133 pp.

Buckingham, D. (2003). *Media Education: Literacy, Learning, and Contemporary Culture*. Polity Press: Cambridge. 219 pp.

Burniske, R.W. (2000). *Literacy in the Cyberage: Composing Ourselves Online*. Skylight Training and Publishing, Inc.: Arlington Heights, IL. 236 pp.

Frey, N. & Fisher, D. (ed). (2008). *Teaching Visual Literacy: Using Comic Books, Graphic Novels, Anime, Cartoons and More to Develop Comprehension and Thinking Skills.* Corwin Press: Thousand Oaks, CA. 198 pp.

Hobbs, R. (2007). *Reading the Media: Media Literacy in High School English.* The Teachers College Press: New York. 190 pp.

Semali, L. & Pailliotet, A.W. (1999). *Intermediality: The Teacher's Handbook of Critical Media Literacy.* Westview Press: Boulder, CO. 238 pp.

Silverblatt, A., Ferry, J. & Finan, B. (1999). *Approaches to Media Literacy: a Handbook.* M.E. Sharp: Armonk, NY. 280 pp.

Silverblatt, A. (2008). *Media Literacy: Keys to Interpreting Media Messages.* Praeger: Westport, CT. 499 pp.

Warlick, D. (2005). *Raw Materials for the Mind: A Teacher's Guide to Digital Literacy.* The Landmark Project: Raleigh, NC. 292 pp.

Online Resources

Media Literacy Clearinghouse
http://www.frankwbaker.com/default1.htm

Alliance of Civilizations Media Literacy Education Clearinghouse
http://www.aocmedialiteracy.org/

Media Literacy Online Project
http://interact.uoregon.edu/medialit/mlr/home/
(links to hundreds of resources)

Studies In Media & Information Literacy Education (SIMILE)
http://www.utpjournals.com/simile/simile.html

Advertising Educational Foundation
http://www.aef.com/index.html

AdText - An Interdisciplinary Curriculum for Advertising in Society, Culture and History
http://www.adtextonline.org/index.html

Media Literacy Kit (theory and curriculum)
http://www.medialit.org/bp_mlk.html

BBC Media Literacy website (new)
http://www.bbc.co.uk/medialiteracy/

Organizations

Action Coalition for Media Literacy (ACME)
http://acmecoalition.org/

National Association for Media Literacy Education (NAMLE)
http://www.amlainfo.org/

Center for Media Literacy
http://www.medialit.org/

The Jesuit Communication Project
http://jcp.proscenia.net/index.htm

Media Awareness Network (MNet)
http://www.media-awareness.ca/english/

National Telemedia Council
http://www.nationaltelemediacouncil.org/

Project Look Sharp
http://www.ithaca.edu/looksharp/