

**ENGWRT 1377 Media Literacy Spring 2022
Course Syllabus**

Course Information

Credit hours: 3	Instructor:	Professor Yumei Li
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	Tel (Main Office):	28-6259-6919
	Office hours:	Tu. 9:00-11:00 W. 9:00-17:00 F. 1:00-3:00 pm
Room: Room 201, Zone 4	Prerequisites:	None

Required Text:

Course pack prepared by the instructor.

Access on Blackboard

Course description

This course investigates the role of mass media in creating a productive public sphere in an increasingly globalizing world. Media literacy promotes the critical thinking skills that empower people to make informed decisions in response to information conveyed through a variety of media. Students will actively learn about different forms of media as platforms for community building, idea-sharing, collaboration, as well as the storage and transmission of information. Using key concepts in communication, cultural, and globalization studies, the course discusses how the media shapes and influences the way we understand the messages that travel through it. The course provides a basis for critical, creative, and innovative written, oral, and visual communication about works of art. The class will enable students to assess the potential of mass media to foster international understanding and critical thinking.

The course is offered as an opportunity to model transforming and empowering teaching and learning. It places priorities on personal critical reflection, academic engagement, and experiential learning. To foster personal and critical reflection, much of our class time will be spent in discussion. It is important that you bring your ideas and questions to class with you and share them with others in the class. In order to deepen academic knowledge and engagement, readings from a variety of sources will be integrated to give students a comprehensive understanding of media and society. Students are expected to read assigned material ahead of class meetings and come with thoughts and questions prepared for discussion.

Course Learning Outcomes

As a result of successful completion of this class, students will:

1. Improve media literacy through deconstructing media messages and analyzing the cultural perspectives in a global context.
2. Interpret media texts (film, television, etc.) to expand experience and understanding of the self and society.
3. Write clearly, precisely, and in a well-organized manner.
4. Develop critical thinking skills of reading the word and the world through discussion and reflection.
5. Improve communication skills through analysis and oral presentation.
6. Hone practical skills of creating media projects to promote mutual understanding among people from different backgrounds.

CLASS ASSESSMENT and GRADING

There are no exams or quizzes in this course. This course is project-based and will require a significant commitment of your time. Since this is a constructivist classroom, students are responsible for constructing their own learning with facilitation from the instructor. As such, the focus is not on ‘right or wrong’ answers, but rather, the focus is on developing an appreciation of student-centered learning and critical thinking skills. All projects are graded holistically through the use of a rubric.

This course includes a combination of readings, writings, in-class discussions, and hands-on experiences. The following FOUR components are vital to the successful completion of this course, and they figure into assessments and grades. Details of the assignments will be uploaded to the Blackboard.

1. Online Discussion (30%) 10*3=30
Students will participate in online discussions throughout the semester. Themes, questions, resources, and ideas will be shared online. Students should get in their posts **no later than Monday night of the week** in order to discuss them in class. Students will be responsible for leading and actively participating in class discussions based on their initial online posts.
A Note Concerning Late Work: As the online post is to get you prepared for the class discussion, late posts will **NOT** be accepted.
A Note Concerning plagiarism: The class adopts a zero-tolerance policy towards plagiarism. **You should never** copy the words of another and present those words as your own work. All sources cited must be acknowledged. The penalty for plagiarism is **failing the class**.
2. Group Project Presentation (20%) 20
Collaborating in small groups, students will prepare a creative and interactive group presentation on one of the weeks’ topics. The presentation will begin on the **fifth** week and will be assigned on a weekly basis. There will be a brief Q&A after each presentation and students are expected to contribute and give feedback

on other students' presentations. The time frame for the oral presentation is 45 minutes, including the Q & A session.

Each student must prepare an individual part for the joint presentation. The week before your presentation, I will meet with the group after class to briefly talk through the lecture and readings. I invite you to be very creative with these presentations, from playing games and creating fun activities to presenting interesting examples/case studies and leading debates and discussions. The groups will be created during the third week of class.

3. Final Media Project (40%) 40
Students will work individually to create their media project on a chosen theme in media. The rubric and further instructions will be posted on Blackboard for this assignment.
4. Participation (10%) 10
The final grade will be greatly affected by students' attendance and participation. For each part of a class period missed, a student will receive a deduction of half the point value of a full absence for that day. Participation will be assessed holistically throughout the semester. Late attendance, use of electronic devices without the instructor's permission, non-participation in the online/in-class activities will all be negatively reflected in your grades.

Attendance Policy

After two unexcused absences, students will lose 3 points or half a letter grade from their final grade. Students with more than five absences will **fail the course**.

Student Responsibility

For students, it is your responsibility to keep track of your assignments and course grades, what is assigned and the due dates as well as additional information announced by the instructor. It is also your responsibility to ask me if you need clarification.

Tentative Schedule Week 1-Week 17

(subject to change according to the instructor's discretion)

PART I: LAYING THE GROUNDWORK (WHY MEDIA LITERACY)

Week 1 (2/22)

Introduction to the course

What is media literacy? Why media literacy?
What is expected of you as a student taking this course?
Why did you select this course?
Decide whether you should drop the course as soon as possible.

Week 2 (3/1)

Media Effects

How are we influenced by the media?

Readings on media effects
DUE: Online Forum 1

Week 3 (3/8) Media Literacy Approaches

How media messages deliver meanings through content and creativity
Reading on how to analyze the media
Media Analysis Group Presentation signup
DUE: Online Forum 2

PART II: ANALYZING AND EVALUATING THE MEDIA

Week 4 (3/15) Mass Media Representation

What do we mean by “media, representation, and diversity”?
Readings on media representation and diversity
DUE: Online Forum 3

Week 5 (3/22) Race, Ethnicity, and Representation

Racial/Ethnic Stereotypes
Chinese in western Media
DUE: Online Forum 4
Media Analysis Group 1 Presentation

Week 6 (3/29) Race, Ethnicity, and Representation, cont’d.

Westerners in the media
DUE: Online Forum 5
Media Analysis Group 2 Presentation

Week 7 (4/5) Qingming Festival, No Class

Week 8 (4/12) Race, Ethnicity, and Representation, cont’d.

People from other non-western countries in the media
DUE: Online Forum 6
Media Analysis Group 3 Presentation

Week 9 (4/19) Representation of Gender

Gender and stereotypes in Television, Film, and Music Videos
Media Analysis Group 4 Presentation
DUE: Online Forum 7

Week 10 (4/26) Representation of Gender, cont’d.

Gender and stereotypes in other forms of media (Print Media, Advertising, New Media, Gaming, social media, etc.)

Media Analysis Group 5 Presentation

DUE: Online Forum 8

Week 11 (5/3) Representation of LGBT Community

(Schedule subject to change due to Labor Day Holiday)

Sexuality and representation.

Media Analysis Group 6 Presentation

Week 12 (5/10) Representation of People with Disabilities

Media Analysis Group 7 Presentation

DUE: Online Forum 9

Week 13 (5/17) Representation of Class

Media Analysis Group 8 Presentation

DUE: Online Forum 10

PART III: CREATING YOUR OWN MEDIA PROJECTS

Week 14 (5/24) Frame Your Media Project

Theme selection, ideas, and tools

Week 15 (5/31) Peer Review and Development

Week 16 (6/7) Final Project Presentation

Week 17 (6/14) Final Project Presentation

Wrap up the course

All assignments due

Student Use of Electronic Technology Policy:

Students must use electronic technology (including cell phones, laptops, tablets, and iPads) in appropriate ways during classes. Out of respect, cell phones should generally be turned off or on silent and stored out of sight. They should not be used during classroom activities unless the instructor has given permission. Electronic devices are forbidden during quizzes, tests or other in-class graded assignments, unless the instructor has given permission.

Technology use in this class is meant to improve the learning environment for all students. Please be respectful of your instructor and classmates and use the technology appropriately.

If you have questions about what this means, please talk to your individual instructor.

Recording:

To ensure the free and open discussion of ideas, students may NOT record classroom lectures, discussions, and/or activities without the advance permission of the instructor, and any such recording properly recorded in advance can be used solely for the student's own private study.

Make-up Policy for Missed Assignments and Tests:

Students are responsible for the assignments in their classes. Assignments include in-class activities, quizzes, tests, homework, and any other work related to classes.

- If you are absent from class, you should try to contact one of the students in your class to find out what work was missed.
- If you cannot find out from another student about what work you have missed, when you return to class you must talk to your instructors about the missed work and if/when you can make up the work. You are responsible for talking to your teacher; your teacher is not responsible for reminding you about missed work.
- If you are absent from class on the due date of an assignment, you must hand in the assignment and be prepared to make up tests the day that you return to class or on a date decided with your teacher.
- If you know you will be absent, talk to your teacher before you leave or email your teacher to find out about the work that you will miss while you are away.
- If you have not been absent from class and you want to hand in an assignment late, you must first discuss the reason with your teacher before or on the due date. Do not assume that your teacher will accept late assignments. Also, you may lose points for late work based on teacher discretion.
- If you and your teacher arrange to meet so that you can make up an assignment and you miss that meeting, you may receive a "0" for that assignment.

Use of Machine Translation and Other Online Writing and Language Tools

While students are encouraged to use dictionaries and other language resources, they should not rely on machine translators for large sections of text. Papers must be written in English. Any paper that is written in Chinese and then processed through an online translator will be considered unacceptable.

If an instructor believes that a paper was written using machine translation, the instructor reserves the right to ask the student to re-write (potentially with a different topic), or give an alternative assignment, which may include a timed-writing essay assignment. Until the re-write is submitted the student will have an F for the assignment.

Use of non-English sources

[Policy suggestions: the idea here, is to emphasize that non-English sources need to be cited and the translations of source materials have to be treated as quoted material]

All non-English sources must be cited. The translation of non-English sources is equivalent to quoting. When using Chinese sources, use quotation marks to directly quote the sources and include the original source in brackets. For example,

Wang Chao in describing nanocarriers says, “Interaction between nanomaterials and organisms, especially Interaction between the Immunological Effect of Nanomaterials and the Immune System in vivo further clarification is needed to optimize the shape, physicochemical properties, size and surface of nanocarriers” [纳米材料与生物机体内的相互作用，特别是纳米材料本身的免疫学效应与体内免疫系统的相互作用需要进一步阐明，优化纳米载体的形状、大小、表面、理化性质等。] (Wang, 2015).

Policy on Graduating Seniors Course Requirements During the Spring Semester of Their Senior Year

Seniors taking HSS courses during the spring semester will have to complete course assignments by week 14. The instructor will provide an alternative final project/exam for graduating seniors that will be due by week 14. If a senior does not submit all work, fails assignments, or does not attend class regularly, the student may not graduate, and will have to retake the course in its entirety in a later semester in order to graduate.

SCUPI Honor Code:

Students in this course must follow the SCUPI Honor Code. This includes:

- must not get help from anyone to do his/her work without the teacher’s permission.
- must not get help from any outside sources to do his/her work without the teacher’s permission.
- must not copy the words of another and present those words as his/her own work.

Participating in these activities can result in an F. Turning in work that is not your own can result in an F.

Writing Center Policy: first instance will result in failure in assignment with option of re-write; second instance will result in failure of assignment and meeting with Writing Center director; third instance will result in failure in the course and referral to university officials for Honor Code violation.

Participation:

Active participation is crucial for language learning. Participating in class makes you an engaged learner of English. In this class, participation means:

- arriving to class on time
- staying on task (including appropriate use of technology)
- actively listening to your classmates and teacher when they speak in class
- asking questions
- bringing all class materials
- attending class regularly
- completing all homework on time
- actively and constructively participating in class activities
- being prepared to answer questions
- using only English in class

Student Responsibility

This syllabus is a contract between you and the instructor. It is the first place you should look for answers to your questions about course requirements, expectations, and policies. By enrolling in this course, you are agreeing to adhere to the requirements, expectations and policies outlined in this syllabus, including sections on the SCUPI Honor Code. Students who fail to submit their work on time or miss more than 5 classes could receive a failing grade and may not graduate.