



ENGWRT 1377 Media Literacy Course Syllabus

Course & Instructor Information

Instructor	Li Yumei, Ph.D.	Credit Hours	3
Email	yumei.li@scupi.cn	Classroom	S105, SCUPI Building
Office Hours	Mon 1:00 PM- 5PM (And other times by appointment)	Prerequisites	ENGCOMP 200
Office	N424		

Suggested Texts

All readings will be made available in Blackboard (<https://pibb.scu.edu.cn>) under the “Contents” tab.

Communication With Yumei

Open communication is key to your success, so I encourage you to connect with me both in and out of class. If you have questions or wish to schedule an appointment, email me at yumei.li@scupi.cn. Be sure to **include your purpose in the subject line** (e.g., “Appointment Request”) and always **include your full name** in the email. I typically respond within **one business day**, but feel free to stop by my office (N424) to talk in person.

Course Description

This course investigates the role of mass media in creating a productive public sphere in an increasingly globalizing world. We will explore 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 examines how media shapes and influences the way we understand the messages that travel through it. By fostering critical media literacy, this course empowers students to make informed decisions in response to the information that surrounds them, and to assess the potential of mass media to foster international understanding and critical thinking.

To achieve these goals, the course is designed as an opportunity for transformative 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. 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. Analyze media messages by deconstructing their component parts and evaluating the cultural perspectives embedded within a global context.
2. Interpret a variety of media texts (including news, social media, and video) to expand their understanding of individual identity and contemporary society.
3. Formulate clear, precise, and well-organized arguments in written form about media and its influence.
4. Apply critical thinking skills to "read" both written texts and the surrounding world through informed discussion and analytical writing.
5. Demonstrate improved oral communication skills by presenting and defending media analyses to their peers.
6. Create media projects that are designed to foster mutual understanding and bridge perspectives across different cultural and social backgrounds.

Assignments and Evaluation

Below is a breakdown of the course's assignments and grading scale. A detailed prompt will be provided for each assignment, outlining instructions about content, format, and submission procedures. Unless discussed with the instructor previously, **late assignments will not be accepted**, and the failure to complete your work will result in a failing grade.

1. In-Class Writing (30%)
Students will complete regular, short written assignments in class throughout the semester. These exercises are designed to develop critical thinking and writing fluency; therefore, they will be completed **without the use of electronic tools**. Prompts, themes, and relevant resources will be provided at the time of writing.
2. Presentation (10%)
Working individually or in small groups, students will prepare and deliver a creative and interactive presentation on a topic covered in class.
3. Final Project (40%)
Students will conduct an in-depth analysis of a chosen theme related to the course.
4. Class Participation (20%)
The final grade will be greatly affected by students' participation, which includes discussions, Blackboard forums, and any other assignments inside and outside of class.

Each **unexcused** absence will result in a deduction of half a letter grade from your final course grade (e.g., from a B to a B- or from a B- to a C+). Please **inform the instructor by email in advance** if you must miss a class.



Arriving late or leaving early disrupts the learning environment. If you miss a part of a class session, it will count as a partial absence. Accumulated partial absences will be tracked and count toward the absence limit.

Schedule

Note: This schedule is subject to change based on the needs of the class at the instructor's discretion.

PART I: LAYING THE GROUNDWORK (WHY MEDIA LITERACY)

Week 1 (3/9) Introduction to the course

What is media literacy? Why media literacy?
Syllabus, expectations, and assignments
Please review the syllabus carefully this week and reach out with any questions about course fit.

Week 2 (3/16) Media Effects and Analysis

How are we influenced by the media?
Readings on media effects
How media messages create meanings through content and creativity

Week 3 (3/23) Mass Media Representation

What do we mean by “media, representation, and diversity”?

PART II: ANALYZING AND EVALUATING THE MEDIA

Week 4 (3/30) Language and Representation Media portrayal of standard language

Week 5 (4/6) Qingming Festival, No Class

Week 6 (4/13) Race, Ethnicity, and Representation

Asian representation in western Media
Model Minority & Other Stereotypes
In-class writing
Student presentation
Note: Student presentation dates and length will be determined based on the final class size after the drop/add period.

Week 7 (4/20) Race, Ethnicity, and Representation, cont'd

Westerners represented in global media
In-class writing
Student presentation

Week 8 (4/27) Race, Ethnicity, and Representation, cont'd



Representations of people from other non-western countries
In-class writing
Student presentation

Week 9 (5/4)

Labor Day Holiday Makeup? (5/9)

(Schedule subject to change due to Labor Day Holiday)

Representation of Gender

Beauty standards, body images, and responsibilities
In-class writing
Student presentation

Week 10 (5/11)

Representation of Gender, cont'd

Gender and other intersecting stereotypes
In-class writing
Student presentation

Week 11 (5/18)

Representation of LGBT Community

Sexuality and representation.
In-class writing
Student presentation

Week 12 (5/25)

Representation of Class

Media depictions of wealth, poverty, and aspirations
In-class writing
Student presentation

Week 13 (6/1)

Student Life and Campus Culture

Media portrayals of academic integrity, mental health, and campus issues
In-class writing
Student presentation

PART III: CREATING YOUR OWN MEDIA PROJECTS

Week 14 (6/8)

Frame Your Final Project (In-class workshop)

Theme selection, ideas, and tools

Week 15 (6/15)

Peer Review and Development

Week 16 (6/22)

Final Project Presentation

Wrap up the course
All assignments due



Participation

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

- arriving at 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

Note: Attendance is a necessary but not sufficient condition for participation.

You have to come to class to participate, but just being there is far from enough.

SCUPI Honor Code

Students on 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.

A Note Concerning Plagiarism The class adopts a zero-tolerance policy on plagiarism. You must never copy another person's words or ideas and present them as your own. All sources must be properly cited and accurately represented; you may not distort a source's original meaning to fit your claims. Assistance from outside sources is not permitted without the instructor's prior approval. Any plagiarism will result in failing the course. **Using AI tools to generate an essay or large sections of text will result in an F.**

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.



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, 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 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.
- 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.

Note: If your final grade is below 60, you will need to retake the course when it is offered again. No make-up exams or assignments of any kind will be available at the start of the following semester.

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 agree 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 3 classes could receive a failing grade and may not graduate.