

DAY

## EDUCATION 463-4

### Summer Institute in Media Education (D2.00)

SUMMER SESSION 1995  
Location: Harbour Centre

S. Graydon

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**PREREQUISITE:** For prerequisite waiver and registration, please contact Gina (291-5830) or Pat (291-3808).

**COREQUISITE:** CMNS 486-4\*

#### COURSE DESCRIPTION

This course is designed to help participants to effectively integrate media education into their instructional settings. Building on the theoretical framework established in CMNS 486, EDUC 463 will have an applied orientation. Participants will become acquainted with conceptions of media education (including the Ministry framework); be able to design relevant media education experiences for their students; become familiar with and able to access appropriate resources; and have developed some skills in media production.

\*CMNS 486-4 will help participants increase their understanding of communication technologies, the messages they transmit and their impact on society. These issues will be studied in the context of related economic, political, social, intellectual and technological forces and influences.

#### COURSE EVALUATION:

1. Class participation.....10%
2. Paper describing a rationale for media education and appropriate pedagogy .....30%
3. Production component — short commentary (print, radio, TV, CD-ROM) on current media-related issue .....25%
4. Curriculum unit .....25%
5. Class presentation of curriculum unit.....10%

#### REQUIRED TEXT:

No one text assigned for this course; selected readings will be made upon commencement of the course for which a small additional charge is anticipated.

## Summer Institute in Media Education

### Media Education

Media deeply influence our understanding of ourselves and society. Since increasingly our **UNDERSTANDING ABOUT THE WORLD** is acquired indirectly through the media, it is imperative all citizens better understand communication technologies, the messages they transmit, and their impact on society. The B.C. Ministry of Education recognizes the **URGENCY** of this task and requires that elements of Media Education be incorporated into all curriculum frameworks.

### The Summer Institute in Media Education

This institute is sponsored by the Faculty of Education, in conjunction with the School of Communication, at Simon Fraser University. It will be held from July 4 to August 11, 1995. The institute has three inter-related components:

- two 4 credit undergraduate **COURSES** [Educ 463-4/Cmns 486-4] will be offered concurrently at the SFU Harbour Centre campus on Tuesdays and Thursdays from 8:30 - 17:20. For **UNDERGRADUATE** registration, contact Gina [291-5830] or Pat [291-3808.] **GRADUATE** credit may be arranged through directed study. For information, call **EDUCATION** [291-3591] and **COMMUNICATION** [291-3595.]
- a **LAB** component will be offered where participants will develop **SKILLS** in using media technologies.
- a **PUBLIC LECTURE SERIES** will be held some noon hours at Harbour Centre between July 4 to August 11, 1995. Details to be announced. This series will consist of panel discussions of interest to the general public exploring issues such as media **ETHICS**, violence and the media, racial, class and sexual **STEREOTYPES** in the media, etc.

For **GENERAL INFORMATION**, call Sheilagh at 291-4143.

