

Summer Session 1999
(June 28 - July 6)

EDUC 394 - 3
ST-An Introduction to Media Education

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Location: Harbour Centre

D01.00

PREREQUISITE

60 credit hours and permission of instructor (S. Poyntz 688-8202/254-7991; S. Graydon 904-9840)

DESCRIPTION OF COURSE;

This course is a four week intensive summer program specifically designed for students in the Faculty of Education and for teachers upgrading and developing their skills to meet the learning outcomes for media education in the new English, Social Studies and Art Curricula. Organized through Faculty of Education and Simon Fraser's Extension Credit Programs, the course will provide an introduction to the key issues in media education, including:

- The Political Economy of Media Production
- Advertising and Consumer Culture
- The Language of Media Production
- Popular Culture and Canadian Culture
- Representation and Identity in Media Production
- Audiences and Alternative Media Production
- New Technologies of Communication

ASSIGNMENTS

I. Deconstructing a Text (20%)

- Examine an advertisement from television or a magazine using the model provided in class to determine the advertisement's meaning, target audience, likely success and effect.

II. Media Commentary (30%)

- Write a media commentary targeted to either print (800 word limit) or radio (500 word limit) on any topic related to media education or the role of the media in our society.

III. Learning Module or Social Activist Campaign

(40% - 5% for presentation; 35% for final submission)

- As a teacher or educator, prepare a learning module for a secondary school class which draws on the learning outcomes for media education in BC's high school curriculum and draws on the material discussed in the course **OR**
- Prepare a campaign which will draw attention to a particular social group or a social issue.
- Class Participation - 10%

REQUIRED TEXT

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

Students can purchase Course Readings Package from the Harbour Centre Bookstore.