

98-2

Education 394-3/Communications 421-4**Special Topics: Introduction to Media Education**

SUMMER SESSION 1998 (July 6 - July 24)
Location: Harbour Centre

Stuart Poyntz
Shari Graydon

Class Times: Monday/Tuesday/Thursday
9:30-1:20

PREREQUISITE: 60 credit hours and permission of instructor
 (Stuart Poyntz, 688-8202/254-7991; Shari Graydon, 904-9840)

COURSE DESCRIPTION

This course will be a three-week intensive summer program specifically designed for students training to be professional educators and for practising teachers upgrading and developing their skills to meet the learning outcomes for media education in the new English, Social Studies and Art Curricula. The course will also appeal to Communications students wishing to apply a background in media studies to learning environments outside the university setting.

While the course will examine a range of methods for educating others about the mass media, we will concentrate on the following key topics in media education: the political economy of cultural production; advertising and the creation of consumers; the media in Canada; the language of media production; representation and media power; audiences and markets; and alternative sources of information in the mass media.

COURSE EVALUATION

Deconstruction of a Text	-----	15%
Design and Presentation of a Learning Module (Education Students)	Phase I	----- 20%
	Phase II	----- 25%
	Phase III	----- 30%
Media Analysis Commentaries (Communications Students)	Exercise I	----- 20%
	Exercise II	----- 25%
	Exercise III	----- 30%
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.

Location

Location

Dept. Charge

Fax #

291/5159

Telephone #

Fax #

Telephone #

Disposition:

 Destroy Return Call for pickup

Simon Fraser University Presents

An Introduction to

Media Education

for Professional Teachers

A three-week intensive summer program specifically designed 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 Simon Fraser's Faculty of Education and Extension Credit Programs, the course will be taught by Stuart Poyntz (Education Director, Pacific Cinematheque) and Shari Graydon.

Providing a basic introduction to media education and, drawing from the media education learning outcomes in BC's secondary school curricula, we will focus on the following topics:

- Media Ownership and the Political Economy of Cultural Production
- Advertising and the Creation of Consumers
- The Media in Canada
- The Language of Media Production
- Representation and Media Power
- Audiences and Markets
- Alternative Sources of Information about the Mass Media.

Throughout the course we will discuss and provide examples of learning modules for classroom media education exercises. Participants will also develop their own modules drawing on the content and areas of interest examined in the course.

WHEN:	July 6 - July 24, 1998 Monday/Tuesday/Thursday 9:30 - 1:20	INSTRUCTORS:	Stuart Poyntz, Education Director, Pacific Cinematheque Shari Graydon
WHERE:	Harbour Centre, Simon Fraser University (Vancouver, B.C.)	COST:	Non-Credit - \$425.00 Credit - Determined by SFU
REGISTRATION:	Information Registration Simon Fraser University, Harbour Centre (604) 291-5000	FOR MORE INFORMATION, CONTACT:	Stuart Poyntz Pacific Cinematheque Suite 200, 1131 Howe Street Vancouver, B.C. V6Z 2L7 Tel: (604) 688-8202 Fax: (604) 688-8204 Email: films@istar.ca
	*Be sure to clarify whether you will be a Credit (towards an Undergraduate Degree) or Non-Credit Student		

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