

Summer Session 1998  
(July 6 - July 24)

EDUC 394 - 3  
**ST-An Introduction to Media Education**

—C.A. Sullivan—

Location: Harbour Centre Room 2270  
Mon/Tues/Thurs 9:30 am - 1:20 pm

**D01.00**

Stuart Poyntz &  
Shari Graydon

### PREREQUISITE

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

### 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
  - (Communication 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.