

EDUC. 463-4 Educational Media

Intersession 1979

Tue. & Thurs. 8:30 - 12:30
Location: LRL

Michael Goodman

Reading List:

Johnson, Nicholas, How to Talk Back to Your Television Set,
(NY: Bantam Books, 1970).

Mander, Jerry, Four Arguments for the Elimination of Television,
(NY: Morrow, 1978)

Melody, William H., Children's Television: The Economics of
Exploitation, (New Haven: Yale University Press, 1973)

Schramm Wilbur., Man Messages and Media: A Look at Human
Communications. (NY: Harper and Row).

Pendakur, Manjunath., Economic Control of Television Programming
The Myth of Consumer Sovereignty, (University of Michigan
Terminal System #629895, 1979)

Course Outline:

The course will deal with aspects of media as it pertains to teachers. In a sense it will be a media survey course which looks at four aspects: How media is used, How you can use media in the classroom effectively, How to make simple media productions, and Media resources available to teachers. This last aspect will include field trips to various resource centers like The Provincial Media Center and Video Inn.

The course combines group discussions with analytical investigations of media materials, ranging from newspaper articles and highly edited audiotapes to sophisticated films.

Students will be encouraged to produce an original media production which they consider relevant using the appropriate media suited to their ideas. In the event a student would rather examine a theoretical question surrounding the use of media and its effects they will be allowed to pursue their interests in written form. The mark will be based on either of these options.

The course will be kept informal and down to earth. It will be designed to meet your special needs by surveying your interests and reasons for being in the course during the first class. Later classes will be designed to answer your particular concerns and interests.

The course will also demistify the technology by showing you how simple it really is and how you can make use of the media tools available to you in your particular situation.