



Fall 2013

COA 204 Media Literacy – (3.0); 3 cr.

Taught by: Dr. Maria Bou Zeid

TTH: 11.00 – 12.30

Office Hours: WF 12.00-13.00

Or by appointment
 mbouzeid@ndu.edu.lb

1) Course Description

This course aims to promote media literacy among students. It builds analytical thinking skills to help you decode media messages critically. The list of topics to includes a wide range of subjects such as Violence, Stereotypes - Hate speech- ...

1) Student Learning Outcomes

At the end of the semester, students are expected:

- To critically examine the political, social, cultural, and economic considerations that impact the media's performance and credibility.
- to evaluate the ideologies and agendas behind the media messages
- To assess the effects of Mass Media on their audiences and their everyday lives.

2) Required Text Book/s

Media Literacy by W.James Potter, sixth Edition, 2013, Sage publications.

3) Grading and Evaluation

Tasks	Assessment
Academic participation	10%
Media file	15%
Quizzes	10 %
Mid-Term Exam	20%
Final Exam	30%
Total	100%

- Media file: Analysis and critique of six media products (articles / billboards / photographs/ ads/ TV shows/ movies. books...)on issues discussed in class.

Writing across the Curriculum

NDU considers that knowledge of a subject is both oral and written. Mastering the knowledge of a certain course means acquiring the ability to write on subjects related to that subject matter. Writing a research/term paper requires the

appropriate command of language skills, proper terminology, and correct use of quotations, footnotes, and references, regardless of the course and topic.

7. Course Schedule

Week 1 : Media and the social world introduction
Media literacy : key concepts

Week 2 : The advertising sector : consumerism
Creating and shaping needs

Week 3 - 4: Stereotyping : Introduction to gender - race - class -sexual orientation
Images of Arabs
Women Portrayals
Inclusion / role/ Control

Week 5 : Violence
Theories : Cultivation + Third person effect

Week 6 - 7 : Media and politics
Hate speech + Propaganda
Cultural imperialism

Week 8 : New media : technical and social challenges
New media and the Arab uprisings

Week 9 : Active audiences and the different interpretive strategies

Week 10 :Communication theories : Magic bullet - Two step flow of influence -
Agenda setting - Media framing -....

Week 11 : Copyright laws and intellectual property

Week 12 : Hate speech

Course Policies (University catalog)

Policies & Procedures (University catalog)

Attendance Policy (University catalog)

System of Grades (University catalog)