



THE MEDIA AND DIGITAL LITERACY ACADEMY OF BEIRUT

**Pre-Academy Assignments
August 2018**



**Institute of
Media Research
and Training**

Overview

Participants in the Media and Digital Literacy Academy of Beirut (MDLAB) are required to complete three assignments prior to the start of the academy. The deadline to turn in all pre-academy assignments is August 2, 2018. Readings are available on [Pre-Academy Readings](#). All questions should be directed to mdlab@lau.edu.lb.

The three parts comprising the pre-academy assignments are:

1) Media Literacy:

Read required articles and write a response to the readings (400 words).

2) Mediated Community:

Create a 20-second video in the form of an Instagram post or any other video form.

3) WordPress Blog:

Create a WordPress blog to post your digital assignments.

Assignment 1: Media Literacy

Mandatory readings:

- Media Literacy and the Challenge of New Information and Communication Technologies (by Sonia Livingstone)
- Sowing the Seeds of Digital and Media Literacy in Lebanon and the Arab World: The Importance of a Locally Grown and Sustainable Curriculum (by Jad Melki)
- The State of Media Literacy (by James Potter)

Optional readings:

- Exploring Global Perspectives on Identity, Community and Media Literacy in a Networked Age (by Paul Mihailidis)
- Maneuvering Entrenched Structures of Arab Education Systems: The Agency of Arab Media Literacy Educators and Activists (by Jad Melki and Lubna Maaliki)

Response:

After finishing the readings, compose a 400 word response that addresses the following questions:

- What role can media literacy play in the Arab world, and particularly in your country?
- What are the most pressing topics and priorities that should be addressed in a media literacy course offered at an Arab university, especially in your country?
- How can media literacy better foster connectivity and understanding in the Arab world, across cultures, religions, and other divides?

- Tell us briefly about any media and digital literacy initiatives, courses, workshops or activities in your country or other Arab country you are familiar with. What were their goals, and how successful have they been, and what have they achieved?

Assignment 2: Mediated Community

Your task is to create a 20-second video in the form of an Instagram post or any other video, such as Videolicious or Filmorago.

Your video should capture compelling visual aspects of your community. Here, you have the opportunity to contextualize the post and explain it to a general audience. We encourage you to create an action video featuring an activity (performing, protesting, eating, etc.) that your community is engaged in. Your video can have music, be stylistic, dynamic, silent, noisy, and so forth.

You can choose to focus on one or more of the following three areas:

- **Expression:** What are the ways in which your community expresses itself, its beliefs and values?
- **Sustainability:** Is there visible evidence of how your community attempts to keep alive its traditions that define it?
- **Advocacy:** Is there an issue (or set of issues) that members of your community feel strongly about and are collectively involved advocating for/against?

Assignment 3: WordPress Blog

Create a blog using the free online platform WordPress. You will use the blog to submit your digital assignments during the academy. Your blog should have a focus on media and digital literacy.

To create the blog, go to www.wordpress.com and follow the directions. You can also follow the instructions we have provided here: <http://mdlab.center/2015/09/22/wordpress-exercise/>

Once you have set up your blog, create the following posts:

- 1) A post about yourself and your expectations of attending MDLAB (200 words).
- 2) A post with the article you wrote for Assignment 1.
- 3) A post with the video (or link to the video) you created for Assignment 2.

After you finish posting your responses, copy the link (URL) of your blog and send it via email to mdlab@lau.edu.lb. Your email should have "MDLAB18 Firstname Lastname" as the subject line.