



LILIE, LLC Course Information

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Title of Course (*45 hours*): Teaching Media Literacy

Course Description:

This course will provide teachers with an overview of how to promote critical thinking of mass media among their students. Instructional units and support available tailored to their content areas will be addressed. Teachers will exit the course with concrete ways to stress the positive features of mass media and how to encourage analytical skills in their students when evaluating media components such as commercials, programming, and pop culture.

Overall Course Objective and Expectation(s):

- ✓ Determine and analyze the role of media in the academic/educational community
- ✓ Evaluate methods used to promote critical thinking of the media in the classroom
- ✓ Create curricula-based unit lessons in which media literacy is taught

Course Instructional Materials:

All courses maintain a fully developed and dynamic webpage that houses all resources, reference material and various other required informational texts, videos and alike that is both active and relevant to course objectives and content. Course web pages are routinely updated to reflect most current research and available readings therefore instructional materials used to teach course objectives are subject to change.

Instructor Consultation and Interaction:

Real time consultation and instruction is provided through the LILIE, LLC discussion boards for each course/classroom on a daily basis.

Sample of Suggested Readings (*subject to change*):

1. How the Media Affects Children
http://www.findarticles.com/p/articles/mi_m0STR/is_4_114/ai_n8681113/print
2. Jim Steyer: http://www.common sensemedia.org/about_us/our_directors.php?id=13
3. Politics and Media Literacy: *What is the FCC's View of Children and Media?*
<http://www.childrennow.org/>
4. The Persuaders: <http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/>
5. The Merchants of Cool: <http://www.pbs.org/wgbh/pages/frontline/shows/cool/view/>
6. Advertising, Marketing, Consumerism, Propaganda, and Privacy:
<http://www.mediachannel.org/classroom/ads.shtml>
7. Helping Kids Become Wise Consumers: *Classroom Application: explore and report*
<http://www.youthlearn.org/learning/activities/multimedia/medialit.asp>
8. 12 Principles for Incorporating Media Literacy and Critical Thinking into Any Curriculum
9. *Classroom application.* <http://www.ithaca.edu/looksharp/12principles.pdf>
10. Media Literacy Organizations:
11. <http://interact.uoregon.edu/Medialit/mlr/resources/resources.html>

Proof of Course Completion:

LILIE, LLC is committed to assuring that enrollees fully participate in and receive the educational benefits contemplated by the course. Enrollees must demonstrate participation by making detailed postings designed to foster dialogue among colleagues and instructors. These enrollee postings must be made four times each week in separate sessions. Enrollees will be required to submit a detailed log documenting at least 45 hours of course work, including discussion board posts, and will be required to apply information and strategies acquired from the course content to weekly classroom instruction. Attempts to falsify logs or discussion board entries will result in denial of credit and a report to the enrollee's employer.



Scope & Sequence/Weekly Topics and Objectives

Week I

Topic(s):

- Introductions the media and discuss how the Media pervasively affects children.

Objectives:

- Familiarize ourselves with media research and the media's impact on society; to compare findings with one another and apply findings to one's own students.

Impact on Classroom Instruction:

- By familiarizing ourselves with the effects and influence of the media on our students, we can not only educate them to better media consumers but we can also use the media in a positive way to foster curricular learning outcomes.

Learner Outcomes:

- Learners will spend time defining media literacy and brainstorm ways to promote media literacy in the classroom

Assessment of Understanding and Learning/ Weekly Assignments (including but not limited to posting requirements set forth by LILIE, LLC):

- During each week there are specific themes to explore and discussion questions to answer in your postings. Be sure to not only address the themes and answer the Discussion Questions (DQs), but also your classmates' postings and opinions. I want us to examine our own perceptions of how the media can affect all of us, including our students, and to discuss the impact of the media on our students' growth as learners and citizens. How can teaching students to be media savvy positively impact our classrooms and their lives?



Week II

Topic(s):

- To assess the value in teaching media literacy in the content areas and to begin to create a lesson to Teach Media Literacy.

Objectives:

- To assess the value of teaching media literacy in the content areas.
- Reflect on one's content area, and search for angles to incorporate the teaching of media literacy.
- Begin planning the preliminary outline of a unit lesson geared toward promoting Media Literacy and critical thinking of mass media.

Impact on Classroom Instruction:

- By familiarizing ourselves with the effects and influence of the media on our students, we can not only educate them to better media consumers but we can also use the media in a positive way to foster curricular learning outcomes.

Learner Outcomes:

- Reflecting on one's content area and discovering methods to incorporate the teaching of media literacy.
- Begin planning the preliminary outline of a unit lesson geared toward promoting Media Literacy and critical thinking of mass media.

Assessment of Understanding and Learning/ Weekly Assignments (including but not limited to posting requirements set forth by LILIE, LLC):

During each week there are specific themes to explore and discussion questions to answer in your postings. Be sure to not only address the themes and answer the Discussion Questions (DQs), but also your classmates' postings and opinions. I want us to examine our own perceptions of how the media can affect all of us, including our students, and to discuss the impact of the media on our students' growth as learners and citizens. How can teaching students to be media savvy positively impact our classrooms and their lives?



Week III

Topic(s):

- Helping Kids Become Wise Consumers
- Exploring your standards and Curriculum: Where does Media Literacy fit in?
- Principles for Incorporating Media Literacy and Critical Thinking into Any Curriculum
- Classroom Approaches to teaching media literacy

Objectives:

- Teachers will review classroom resources for lesson planning and begin to create or modify a unit plan relative to content and grade level that teachers important elements of media literacy.

Impact on Classroom Instruction:

- By assessing the value and efficacy of lesson plan ideas from each other and the web, teachers will be able to analyze and compare approaches to media literacy education and the impacts on his/ her students and classroom practice.

Learner Outcomes:

- Learners will compare and evaluate the quality of lesson plans, their effectiveness and value to their students which will foster in them a greater comfort level in integrating these ideas into their classroom practice.

Assessment of Understanding and Learning/ Weekly Assignments (including but not limited to posting requirements set forth by LILIE, LLC):

During each week there are specific themes to explore and discussion questions to answer in your postings. Be sure to not only address the themes and answer the Discussion Questions (DQs), but also your classmates' postings and opinions. I want us to examine our own perceptions of how the media can affect all of us, including our students, and to discuss the impact of the media on our students' growth as learners and citizens. How can teaching students to be media savvy positively impact our classrooms and their lives?



Week IV

Topic(s):

- To create and post our teaching media literacy lesson plans and evaluate each others' work and applicability to the classroom.

Objectives:

- Read and assess other teachers' plans
- Contribute to the plans by assessing the value of each
- Modify plans if applicable for individual grade level and content area.

Impact on Classroom Instruction:

- By assessing the value and efficacy of lesson plan ideas from each other and the web, teachers will be able to analyze and compare approaches to media literacy education and the impacts on his/ her students and classroom practice.

Learner Outcomes:

- Learners will compare and evaluate the quality of lesson plans, their effectiveness and value to their students which will foster in them a greater comfort level in integrating these ideas into their classroom practice.

Assessment of Understanding and Learning/ Weekly Assignments (including but not limited to posting requirements set forth by LILIE, LLC):

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