

## **Media Literacy**

.5 credit

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### Course Description

This course aims to provide students with the necessary skills to critically analyze and evaluate media messages. Students will explore how media shapes our beliefs, values, and attitudes and learn how to become informed and responsible media consumers.

### Course Objectives/Goals

- Define media types and their role in society
- Understand and be able to evaluate and integrate information and media sources
- Analyze and understand media advertising and marketing
- Use digital tools and resources to effectively organize and share information

### Grading

- Class Participation
- Quizzes / Tests
- Projects

### Units

#### History of Media (2 weeks)

- Define media and its role in society and culture
- Historical evolution of media technologies and their impact on society
  - Print media (journalism and its impact on society)
  - Mass media (radio/television and its impact on society)
  - Digital media (Internet and its impact on society)

#### Information Literacy (4 weeks)

- Define information literacy and its importance in the digital age
- Understanding and evaluating Information Sources (credibility, bias, relevance, etc.)
- Recognizing misinformation, bias, hoaxes
- Paraphrasing and avoiding plagiarism
  - Copyright and fair use

### Media Literacy (5 weeks)

- Define media literacy and its role in shaping society
- Analyzing media messages
- Advertising and Marketing
  - Understanding marketing and advertising tactics
  - Analyzing advertising messages and their impact on consumers

### Digital Citizenship (6 weeks)

- Understanding digital citizenship and the impact of technology on society
- Ethics and responsibility in the digital world
- Online Safety and Privacy
  - Protecting personal information online
  - Disinhibition / cyberbullying
- Digital Footprints
  - Curated lives
  - Managing online reputation
- Social Media and Digital Communication

### Note to parents and students

The expectation is to teach students how (not what) to think. We will sometimes discuss controversial topics related to current events, politics, etc. Students are expected to be respectful of one another even if they disagree on a topic.

Please let me know if you have any questions or concerns.

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Student Signature

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Parent/Guardian Signature