

NC State Board of Education Identifies Media Literacy as a 21st Century Skill

STUDY MEDIA LITERACY ONLINE:

Spring 2012

Join us for complete online staff development.



CABLE'S
LEADERS IN LEARNING AWARDS
2008 Winner, Dr. David Considine

The spring 2012 class will be the 12th time we have offered Media Literacy through the convenience of online education. During that period we have attracted students from throughout the state and across the country. Asked to comment on the quality of the class, the concepts addressed and the responsiveness of the instructor, the students have been very supportive. This class is intended as a gateway class that introduces students to the field of Media Literacy. *It is not necessary* for students to have *had prior experience before taking the class. Students who did have some background in Media Literacy and who went on to take the class, indicated that it introduced them to concepts and approaches they were not familiar with.*

WHAT THE STUDENTS SAID

- "What impressed me most was the organized fashion in which we evaluated different aspects of the media from understanding the basics, to advertising, movies and news media. Such a broad exposure widened my understanding tremendously The instructor was extremely quick to respond and eager to help me in terms of answering questions and commenting on my work."
- "This is the first online class have taken. The discussions and the quality of the posts were terrific The quality of the reading materials was excellent; the exercises were challenging and encouraged us to move beyond our everyday knowledge and understanding of the media. The instructor was very receptive to our questions; his comments and suggestions were very helpful and individualized."
- "A primary benefit was the opportunity to deconstruct information with the guidance of an expert in a very new field of study. It was interesting to interact with people from all over the country The instructor was responsive, receptive and quite enthusiastic He never talked 'down' to students but treated us almost as colleagues. He recognized the expertise people brought to the class and tried to help us learn from each other."
- "I really appreciate Dr. C's very active involvement in the class. He doesn't dictate or dominate; he strategically places probes to get us to think deeper and to encourage us to think in different ways about issues, ideas and concepts I often take for granted The diversity of materials and presentations were very interesting and greatly enhanced the scope-of the class."

LEADING THE FIELD IN MEDIA LITERACY EDUCATION.

"Considine - a longtime advocate of media literacy instruction has done perhaps more than anyone in the United States to bring it into the schools". (Cable in the Classroom, June 2009)

PROMOTING 21ST CENTURY SKILLS THROUGH MEDIA LITERACY BEST PRACTICES

Key media studied in the class include photo journalism, children's picture books, advertising, motion pictures and broadcast news. Focus is placed on interpreting texts that are *read, heard, and viewed*.

Students are introduced to the key **purposes** and **principles** of media literacy, a conceptual framework that can be used as a template to analyze all media, together with **best practices** identified in White House Media Literacy report.

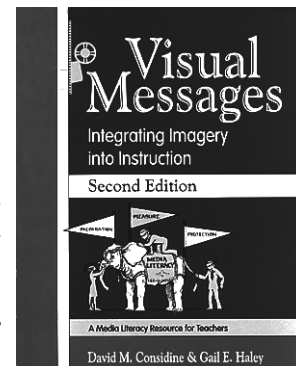
Evaluation of students is based on the successful completion of several projects including motion picture analysis, advertising analysis and broadcast news analysis. These projects have relevance and application to several state and national standards & disciplines including English Language Arts and Social Studies. (See 2009 NCSS position paper endorsing media literacy)

Students are also evaluated for their participation and contribution to the discussion group which forms an important component of the class.

Students log on at their own convenience during the week and work from materials posted at the website, assigned readings and from media clips and excerpts.

Seats in the class are limited and you will need the permission of the instructor no later than 11/30/11.

Contact Considinedm@appstate.edu The course is offered through our Office of Extension. You can contact Perri David at (828) 262-3113 to start the registration process. Refer to Course # C1 5830-375 and the title Media Literacy. Out of state students may need to provide transcripts and other documentation, which can take several weeks. Students taking a single course should contact the instructor to request NON-DEGREE TRACK FORM.



STANDARDS BASED MEDIA LITERACY COURSE

The content, competencies and concepts addressed in this online class are consistent and compatible with state and national standards. This includes NCSCOS in English Language Arts and Information Skills.

It also includes NCTE standards, McRel standards and ELA standards from The National Board for Professional Teaching Standards:

"Accomplished teachers understand that what students read is no longer limited to words on a page :today's students must be intelligent readers of texts in different media ..the ability to view and produce texts in different media is crucial to students' successes in today's media saturated world". [NBPTS]

The concepts are particularly relevant for teachers and library media personnel in middle grades and high school programs and can clearly be related to learning styles research, multiple intelligences and brain-based learning.

Some NC curriculum connections:

*Student will critically analyze print and NONPRINT communication

*Students will make informed judgments about bias, stereotyping and propaganda.

*Students will apply strategies and skills to comprehend texts that are VIEWED.

*Apply strategies for constructing meaning from texts.

*Determine the author's purpose & point of view.