

**Instructor Information**

**Instructor:** Krista Royal, MA (Applied Linguistics/TESL), OCELT

**Email:** [krista.royal@acadiau.ca](mailto:krista.royal@acadiau.ca)

**Location:** Fountain Commons FC 108

**Class Days & Time:** Monday – Thursday, 11:00 am – 11:50 am

**Office Hours:** By appointment, or before or after class in FC 108

**Course Information**

**Course Title:** Media Literacy      **Course Delivery:** Face-to-face in FC 108

**Course Duration:** This course runs 1 hour per day from Monday to Thursday for 5 weeks.

- **First day of class:** Monday, October 6, 2024
- **Last day of this class:** Thursday, November 6, 2024

**Course Description:** This focus class helps learners develop and strengthen media literacy, critical thinking, and rhetorical analysis skills. New content knowledge, vocabulary, and language structures are practiced in the context of class discussions, short writings, and small presentations.

**Course Learning Outcomes:**

The main objective of this course is to promote media literacy and critical analysis. Through content modules focused on media construction, content, purpose, authorship, & audience, students will have the opportunity to improve their vocabulary, critical listening and reading skills, and writing and speaking skills. Students will practice vocabulary, listen to videos and short instructor lectures, read short articles and infographics, write short response papers, participate in class discussions, and deliver short informal presentations.

By the end of this 5-week course, you will be able to:

1. Use vocabulary to discuss various aspects of media
2. Describe main ideas and key concepts that define media literacy
3. Use the key questions and the media triangle to analyze pieces of media
4. Participate actively in group discussions and speak to others about issues related to the topic of media literacy
5. Apply the content knowledge studied to a variety of independent and team tasks

**Approach to Learning**

- In this class you are expected to participate extensively in group discussions, projects and participate in collaborative work daily. Hence, attendance is mandatory.
- You are expected to act in an independent manner which means that you need to check your Moodle & Teams class pages regularly, complete assessments by the due date; be prepared for class by completing any assigned homework and being alert and attentive in class.

### Required Resources

All course materials are instructor provided and will be posted to Moodle and/or distributed in class.

Technical Requirement: A laptop computer with internet access is required.

### Course Assessments

Each assessment will be posted on the Moodle site with directions and grading criteria. In general, any outside sources used to inform the work should be cited.

**Format:** Your assignments will be handed in via the links on the Moodle page &/or in class. Most projects will use Microsoft 365 and should be created using your Acadia account. Please label the assignment using your name and keep a copy for your records.

Grading: Assignment Category Weights	
Classwork, homework, and participation in class discussions	60%
Application Tasks	40%

In order to graduate, you must complete all components of the EAP program with no final mark lower than 65% in Reading and Writing, Listening and Speaking, and Focus classes with an overall average of B (72.5%) or more.

Your final program mark will be calculated as follows:

- Reading and Writing Final Mark 45%
- Listening and Speaking Final Mark 45%
- Focus Class Mark 10%

**Policies and Procedures:** [Please refer to the Student Handbook for more information about program policies and procedures.](#)

### Late Assignments

This course is short and involves working together. Often, the completion of one task is integral to the tasks that follow it. As such, deadlines are important. If you find that you aren't able to meet a deadline, please communicate with the instructor in advance to request an extension or alternate plan. If no prior arrangements have been made, there will be a **late penalty of -10% per day, up to one week. After a week, late work is generally not accepted.**

### Academic Integrity Policy

All assignments submitted must be your own original work created for this course and sources used must be cited using APA style. **Assignments may be analyzed using the 'Turnitin' software as per university policy.** For a complete definition of what constitutes plagiarism at

Acadia University please go to the following link <https://library.acadiau.ca/studentPlaq>

### Academic Accommodations

The Office of Accessible Learning at Acadia university provides accommodation, support and services to students with diagnosed disabilities. If you meet the criteria as defined in this link <https://accessiblelearning.acadiau.ca/SenatePolicies.html> please contact the Office of Accessible Learning Services at Rhodes hall at Acadia university in person or contact [disability.access@acadiau.ca](mailto:disability.access@acadiau.ca) by email.

### Technical Support

If you require technical support for access to the course or have any other issues with your account or email please contact the technical assistant directly at (902) 585-1427 or e-mail the tech support staff at <https://ts.acadiau.ca/home.html> for assistance.

### Other important Information

If you find you are having difficulties with the coursework or in completing the tasks and assignments, please contact me as soon as possible and I will do my best to assist you. While it is anticipated that all topics will be covered as described, please be aware that this syllabus may be modified to clarify or deepen student learning.

### Proposed Schedule

Week	Topics
1	Introduction to course and media literacy basics
2	Key concepts & questions for Media Literacy
3	Deconstructing media & Analyzing Subtext
4	Understanding techniques of persuasion
5	Identifying misinformation & promoting media literacy