

12054 Understanding Media a、b Understanding Media			1 年次～ a : 後、b : 前 2 単位
担当者	Yoshida, David C.	履修可能学科	E 必
		関 連 資 格	
サブタイトル	What is media literacy?		
授業内容 ・ ねらい	<p>Understanding Media has three main purposes.</p> <ol style="list-style-type: none"> 1. Providing an overview of the media classes in the department's curriculum 2. Aiding students to gain media literacy as members of society 3. Learning the English associated with media and media products <p>Media literacy is the understanding of media. As media and its role in society changes, student understanding of the organization of media, its uses, and how media creates meanings becomes increasingly vital. This course aims to help students become media-aware citizens.</p> <p>Student should ask questions about anything they do not understand. All questions in either Japanese or English will be answered. Attendance is very important.</p>		
授業計画	<p>Lectures will include these topics:</p> <ol style="list-style-type: none"> 1. What is media? 2. Introduction to media literacy 3. Media literacy and media conventions 4. Brief overview of media studies week one 5. Brief overview of media studies week two 6. Ways of "reading" media texts 7. Persuasion, attitudes, and media messages 8. Common techniques in advertising and propaganda 9. Media as business and organizations 10. Gatekeepers in media 11. Which news can you believe? 12. The entertainment industry and its products 13. How that CD got to your player 14. Movies: commodities or art? 15. New media and recent developments in mass media. 		
教科書 参考書	The class will use handouts and websites in addition to some multimedia resources. Students are responsible for reading and understanding the material.		
評価方法	Grades for this class will be based on a final examination held in finals week (50%) and assignments given as homework during class (50%).		
事前準備学習 履修条件等			