



University of Nicosia, Cyprus

Course Code COMM 400	Course Title Media Literacy	ECTS Credits 6
Department Communications	Semester Spring	Prerequisites
Type of Course Major Requirement	Field Communications	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3 rd	Lecturer Dr Mike Hajimichael
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

- Develop an understanding about the media and its influence with regard to media literacy.
- Facilitate students to develop a conversant and critical understanding of various mass media environments, such as TV, Radio and The Press.
- Analyzing the techniques used by these media outlets and the impact of these techniques the course develops a more critical awareness in both content and function.
- Outline alternative and constructive approaches to more media literate content.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Acquire a more media literate sensitivity towards media texts.
2. Be able to produce their own work based on a more media literate perspective.
3. Understand the role media literacy plays in the different stages of a person's educational development.

Course Content:

1. Introduction and historical contexts of media literacy debates
2. Theoretical approaches to media literacy and communications
3. Becoming sensitized, form, content and function of the media
4. Creating the change, critical awareness - making media that is more literate and liberating – from Paulo Friere to Michael Moore.
5. Creating Media Literacy Portfolios
6. Conducting research on media literacy issues
7. Writing effective response papers
8. Analysis and discussion of research findings

9. Developing creative and innovative ways of presenting findings
10. Presentation of final projects

Teaching Methods:

Interactive lectures, DVD's/film clips on music scenes, song analysis, research development discussions/tutorials.

Assessment Methods:

Lectures, presentations by students, Response Paper, Mid Term Test, Research Portfolio.

Required Textbooks:

Authors	Title	Publisher	Year
Buckingham, D	Media Education: Literacy, Learning and Contemporary Culture	Polity	2003
Potter, J.W	Media Literacy	Sage	2005
Gauntlett, D	Creative Explorations: New Approaches to Identities and Audiences	Routledge	2007