UNIVERSITY OF NICOSIA
ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code	Course Title	Credits (ECTS)
COMM-533	Media Literacy	10
Department	**Semester**	**Prerequisites**
Communication	Fall, Spring	None
Type of Course	**Field**	**Language of Instruction**
Elective	Communication	English
Level of Course	**Year of Study**	**Lecturer(s)**
2nd Cycle	2nd	Dr Holger Briel
Mode of delivery	**Work Placement**	**Co-requisites**
Face-to-face	N/A	N/A

Objectives of the Course:

This module will deepen students' understanding of media literacy, as viewed from a communications perspective. However, important influences on this subject are also generated by psychology, neuroscience, the visual arts and educational research, and we will discuss short texts from these neighboring disciplines as they relate to Communication Studies. Questions that will be raised are: How does human vision influence communication? How does the comprehension of the viewed inform communicative interpretations and practices? How can visuals be (linguistically) communicated? What role does synaesthesia play in these dia/polylogic processes? What are the differences in en/de-coding when dealing with different visual media (e.g., print, posters, the internet, graffiti, film, video, etc.)? Attempting answers to these questions will allow the students to better understand the requirements associated with visual literacy and sensitize them to cultural, communicative and aesthetic issues and values related to the topic. Class activities will include the reading of theoretical texts, their applications, the viewing of pertinent media and their interpretations in class or home projects, and the visit of one exhibition.

Learning Outcomes:

.Upon successful completion, students will be able to:
1.Differentiate between various modes of apperception
2.Critically analyze and distinguish between images.
3.Better comprehend the 'packaging', 'selling' and 'marketing' of visual images
 4.Demonstrate an understanding of the communicative formation of visuality
5.Explain why and how the world has become dependent on visual

literacy
6.Consciously apply his/her own semiotics of vision to communicative practices
7. Apply rules of intertextuality in images in different media and media practices

Course Contents:
- Vision and the internet
- The communicative history of vision
- The impact of photography
- The new silent film
- The invention of the Visual Other
- Vision and social practice
- The visual turn in Communication Studies
- The sociology of the televisual image
- Visual memory
- Media convergence and visual literacy today
- Post-modernity and structures of media literacy
- The lure of Skype video and Facebook

Learning Activities and Teaching Methods:

Lectures, Practical Exercises and Assignments.

Assessment Methods:

Homework, Project, Class Presentation, Final Essay

Required Textbooks/Readings:

Authors	Title	Publisher	Year	ISBN
Mirzoeff, Nicholas	*The Visual Culture Reader*	Routledge	2006	978-0415252225

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Jenks, Chris (ed.)	*Visual Culture*	Routledge	1995	978-0415252225