

Pre-Course Survey

You may either hand write your responses directly on this page and return a copy (or the original) or word-process and return a print-out. You can also download, fill out and then print PDF versions of the questions found at www.medialit.steveyoungfpu.net

What grade level and/or subject(s) do you currently teach?

As a consumer of mass media, how would you describe yourself?

What is your understanding of Media Literacy?

What do you hope to get out of this course?

Chapter 1 - Mass Media and Everyday Life

On page 15 (of the Enhanced 10th edition of the text - if using a different edition the information may appear on a slightly different page) Biagi lists six factors that have effected the economic alignment of the newspaper and broadcast industries. In your opinion, which one do you see as most significant, and why?

Chapter 2 - Books: Rearranging the Page

In a paragraph or two, discuss how new technologies have affected the publishing and promotion of books, and the way we 'consume' them.

Chapter 3 - Newspapers: Expanding Delivery

Discuss the history and relevance of the alternative press (also referred to as the dissident press) in the United States.

Chapter 4 - Magazines: Targeting the Audience

Identify and cite several examples of the three types of magazines, as listed in the text. How do they differ? Do you believe there exists a need for a fourth and if so, what type would that be?

Chapter 5 - Recordings: Demanding Choices

How has the Internet affected the recording industry? Consider and include in your response issues such as piracy, authenticity of performances, copyright, legal (and illegal) download sites, and explicit content labeling.

Chapter 6 - Radio: Riding the Wave

Consider the October 30, 1938 radio broadcast, "War of the Worlds." Would the impact be the same if it first aired on radio today? Why, or why not? Cite an example or two in your reply.

** - You may wish to review page 277 (of the Enhanced 10th edition of the text - if using a different edition the information may appear on a slightly different page), The Cantril Study, before formulating your response.*

Chapter 7 - Movies: Picturing the Future

What impact did the May 26, 1952 United States Supreme Court ruling, *Burstyn v. Wilson*, have on the movie industry as we know it today? Do you perceive this as a 'positive' or a 'negative'? Defend your position.

Chapter 8 - Television: Changing Channels

On page 162 (of the Enhanced 10th edition of the text - if using a different edition the information may appear on a slightly different page) the author states:

"To understand why we get the programming we do, it is important to remember that *commercial television exists primarily as an advertising medium*. Programming surrounds the advertising, but it is the advertising that is being delivered to the audience."

Apply this statement to your perception of the television programming that exists today.

Chapter 9 - Digital Media: Widening the Web

What affect has social networking (ie FaceBook, Twitter, Instagram, YouTube) had on *your* generation? Your student's generation? Consider both the positives and the negatives.

Chapter 10 - Advertising: Motivating Customers

On pages 219 ~ 221 (of the Enhanced 10th edition of the text - if using a different edition the information may appear on a slightly different page), Louis C. Kaufman, author of *Essentials of Advertising*, lists three main criticisms of advertising. With which do you most agree, and why?

Chapter 11 - Public Relations: Promoting Ideas

According to the text, who is our nation's largest employer of public information people? Discuss your feelings about this fact.

Chapter 12 - News and Information: Getting Personal

Biagi claims the "magic bullet theory" was long ago disproved. Do you agree or disagree with the author, and why?

Chapter 13 - Society, Culture and Politics: Shaping the Issues

On page 287 (of the Enhanced 10th edition of the text - if using a different edition the information may appear on a slightly different page) political scientist Elisabeth Noelle-Neumann proffers what she terms, a "spiral of silence," among journalists. What are your thoughts on her belief?

Chapter 14 - Law and Regulation: Rewriting the Rules

Go to the American Library Association's website, at:

<http://www.ala.org/advocacy/banned/frequentlychallenged/21stcenturychallenged>

and research frequently challenged books of the 21st century. Choose any title, then argue in support of, or in opposition to the challenge.

Chapter 15 - Ethics: Placing Responsibility

How do you feel "checkbook journalism" effects reporting? Cite an example or two.

Chapter 16 - Global Media: Discovering New Markets

Consider the five political theories presented in the text. What is your perception of which theory the mainstream media of the United States is currently utilizing?

Lesson Plan Template

Subject of lesson:

Lesson Objective:

Lesson Activities:

Teaching Strategy:

Evaluation: Was the lesson objective met? Did all students participate and complete the project? How was achievement measured? How would you modify the lesson for future presentations?

**- If you or your school have a preferred lesson plan form, please feel free to use it rather than the example provided in this workbook for the Media Exercises.*

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Physical Aggression Chart

Name of Program	Day/Time	List violent events (i.e. punch, slap, kick, gunshot, etc.)	Outcome (victim shown wounded or dead; family and friends grieving)
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		Total Events:	Total Outcomes Shown

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Standards Correlation Chart

Choose any four of the media exercises or textbook projects contained in the course then research which NCTE standard(s) each addresses. Record your findings below.

Textbook Project
or Exercise # _____

Meets
Standard(s) # _____

Textbook Project
or Exercise # _____

Meets
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Course Evaluation

Did this course meet your expectations? Please briefly explain.

How do you feel about the structure of the course? Was it organized in an orderly way, making it easy to follow? How would you improve the structure?

Have you any comments to offer about the assignments?

How did the workload of this course compare to that of other courses with equivalent units?

How did you hear about the course?

Did your materials arrive in a timely fashion and in good condition?

Would you recommend this course to others?