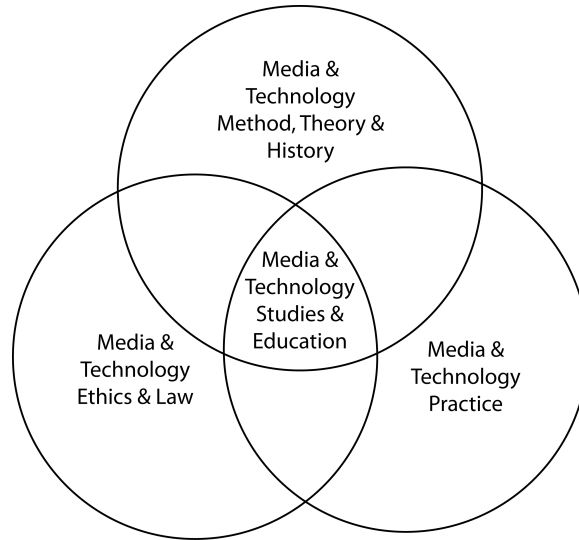# EDCP 481
Media Studies (Across the Curriculum)
Major Topics
S. Petrina (2015)

Media & Technology Studies and Education

Topic 1: Media Semantics, Rhetoric and Epistemology
Topic 2: Media & Technology Education / Media & Technological Literacy or Literacies

Media & Technology Practice

Topic 3: Media Production

Media & Technology Ethics & Law

Topic 4: Regulation of the Citizen and Media
      Free Speech and Freedom of the Press
      Free Inquiry & Freedom of Thought
      Regulatory Codes / Codes of Ethics
Topic 5: Academic Freedom / Teaching Controversial Subjects / Course and Resource Approval
Topic 6: Copyright and Intellectual Property Rights

Media & Technology Method, Theory & History

Topic 7: Media Methods
Topic 8: Media & Technology Theory
Topic 9: History of Media & Technology

EDCP 481 Content Outline

Media & Technology Studies and Education

1. **Media Semantics**
   a. What is or Who are the Media?
      i. Etymologies (Medium, Media, Mediation, Remediation) (see Petrina, 2010)
      ii. Media v. Technology
      iii. Legal Definitions
      iv. Taxonomies
         1. Mass Media
         2. Demand Media
         3. Independent Media
         4. New Media
      v. Media Trends
      vi. The Press
      vii. What is Publishing / What is Posting?
      viii. What is News?
      ix. Linking is Publishing or Advertising
   b. What is Media Studies?
      i. Definitions (see map)
      ii. Goals
      iii. Key Concepts
   c. What is New Media?
      i. Definitions and Taxonomies
      ii. Convergences
      iii. Propositions
      iv. Key Concepts / New Media Aesthetic
      v. Multimedia
      vi. Digital Media
      vii. Social Media
2. **Media & Technology Education & Literacies**
   a. Definitions and Taxonomies
   b. Orientations
   c. Key Concepts
      i. Key Concepts Triangle
      ii. Eddie Dick Triangle
   d. Methodologies
   e. Media Selection
   f. Encoding / Decoding
   g. Curriculum
      i. Standards & Benchmarks (Outcomes)
      ii. Examples
      iii. Status
   h. Media Education Techniques
   i. Key Concepts in Media Studies and Media Education / Screen Theory
      i. Key terms / key aspects (Bazalgette, 1992)
      ii. Key Concepts in Media Education

      iii. Key Concepts in Media Studies
      iv. Key Concepts in New Media
      v. Screen Theory and Methodology

Media & Technology Practice

3. **Media Production**
    a. Image, Text & Sound
    b. Media & Technological Infrastructure, Hardware & Software (see *Technology Guide*)
        i. Blogs
        ii. Open Journal System
        iii. Twitter
    c. Key Concepts & Practices
    d. Key Roles and Activities
        i. Encoding
        ii. Producing
        iii. Formatting the show
        iv. Writing content
            1. Storyboarding http://karenjlloyd.com/blog/free-storyboard-template-downloads/
            2. http://www.finegamedesign.com/script/index.html
            3. Editing
        v. Visualizing content
        vi. Writing sound script
        vii. Casting and staging
        viii. Writing visual script
        ix. Transmitting
        x. Scheduling activity
        xi. Selecting Equipment and Props
        xii. Directing and Rehearsing
        xiii. Engineering the Production
        xiv. Consumer Receiver
    e. Public Service Announcements
    f. Culture Jamming
    g. Gaming

Media & Technology Ethics & Law

4. **Regulation of the Citizen and Media**
    a. **Free Speech and Freedom of the Press (Can I Say What I Want?)**
        i. United Nations *Universal Declaration of Human Rights* (10 December 1948)
        ii. UNESCO *Convention on the Rights of the Child* (2 September 1990)
        iii. Charter of Rights and Freedoms
        iv. Book and Resource Bans
        v. Speech Protection

      vi. Speech Restriction
     vii. Citizen Media Law
    viii. Recording / Media Production

b. Free Inquiry and Thought (Can I Investigate and Think What I Want?)
       i. History of Free Inquiry
      ii. Free Thought
     iii. Free Inquiry in the Public Schools
         1. Free inquiry is conducive to learning
         2. Students should be taught open-mindedness
         3. and tolerance
      iv. Cognitive Liberty

c. Regulation of the Media (Can I Report What I Want?)
       i. Self-Regulatory Codes
      ii. Legal Codes
     iii. CRTC, FCC and Net Neutrality
      iv. Production Codes

5. Academic Freedom & Authority Over Curriculum (Can I Teach What I Want?)
    a. Academic Freedom
       i. *Academic Freedom Questionnaire*
      ii. *Charter of Rights & Freedoms*
     iii. *BC School Act*, Educational Program Guide Order, Section 168 (2)(e)
      iv. *Manual of School Law*
       v. BCLA Statement on Intellectual Freedom
      vi. Precedent Cases
    b. Teaching Controversial (Media) Issues
       i. What makes an Issue Controversial?
      ii. Controversial Issues Framework
     iii. Values Clarification
      iv. Critical Modules & Normative Units
    c. Course & Resource Approval (Can I Use Any Resources I Want?)
       i. Sociology of Curriculum
      ii. BC Ministry Policies
     iii. BC Graduation Requirements
      iv. Learning Resources: Provincial Approval Process
       v. Board Authority / Authorized (BAA) Courses
      vi. Resource Approval

6. Copyright & Intellectual Property Rights
    a. What is a Copyright?
    b. Copyright Law
    c. Copyright Reform
    d. Acceptable Use
    e. Copyright Cases
    f. Resources
    g. Challenges to Copyright

Media & Technology Method, Theory & History

7. **Media Research Methods**
    a. Media Methods
        i. Case Study
            1. Human Interest Story
            2. Profile
            3. Biography & History
        ii. Interview
        iii. Opinion Research and Survey
        iv. Discourse Analysis
        v. Narrative
        vi. Tracking, Mapping & Framing
        vii. Storymaking
8. **Media Theory / Theories**
    a. Media Effects
    b. Media Attributes
    c. Innovation Theory
    d. Semiotics
    e. Critical Theory
    f. Poststructural Theory
    g. Indigeneity
    h. Ecology, Technology & Culture
    i. Technotheology
9. **Media History**
    a. History of Media Studies & Media Education in Canada
        i. Media of Education
        ii. Media on Education
        iii. Education about, through, for, from, and with/against (the) Media
        iv. History of Media Studies
        v. Ephemeral Films