



# How We Learn

## (Media & Technology Across the Lifespan)

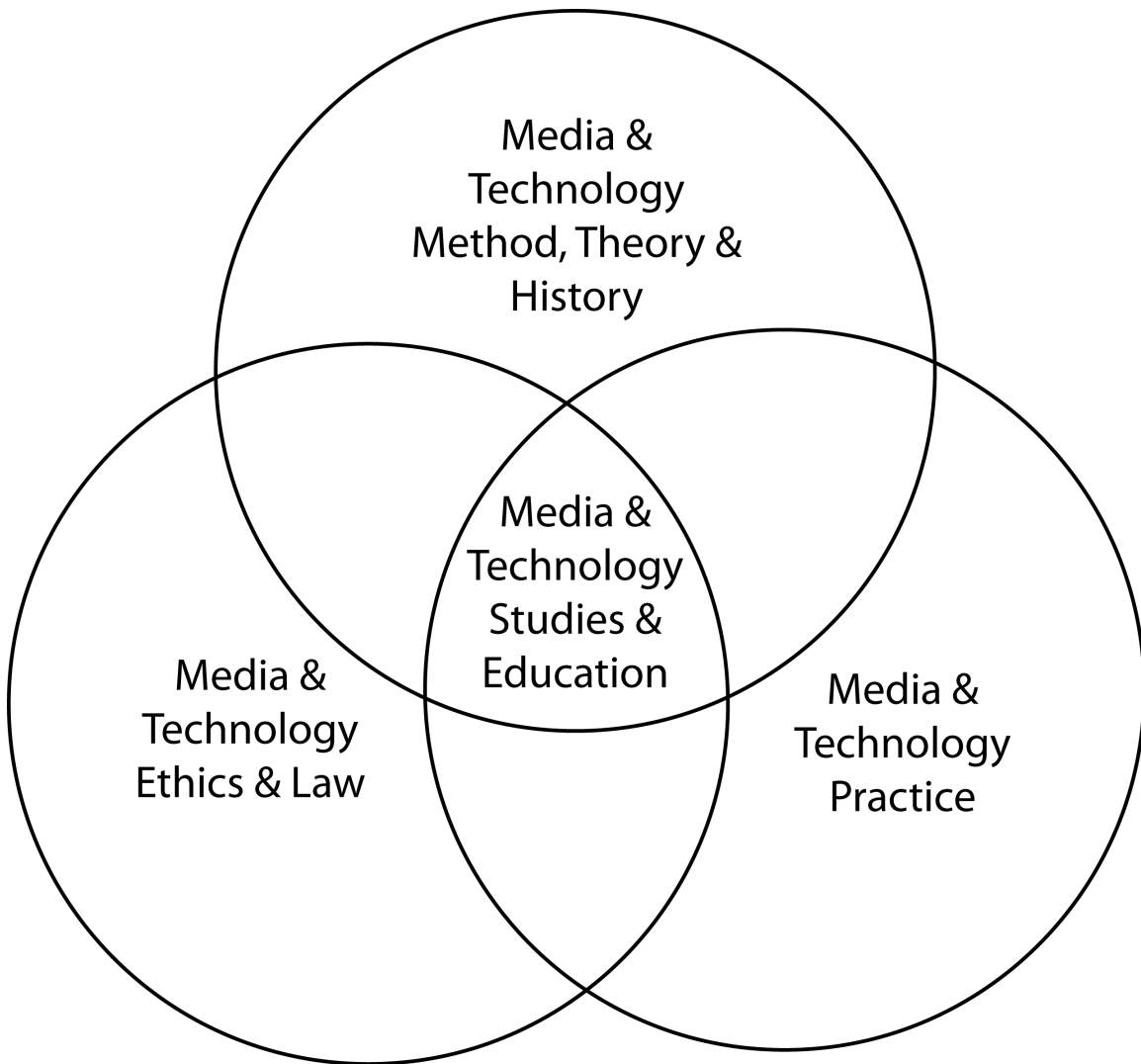
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### HWL Tracer Bullet #53

## *Media Studies Curriculum*

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HWL Tracer Bullets are research guides with brief introductions to topics, resources, and general strategies for intellectual direction and staying 'on target' (based on the concept at the Library of Congress).

# Media, Media Education & Literacy, Media Studies

## 1. What is or Who are the Media?

- a. Etymologies (Medium, Media, Mediation, Remediation)
- b. Media v. Technology
- c. Legal Definitions
- d. Taxonomies
  - i. Mass Media
  - ii. Demand Media
  - iii. Independent Media
  - iv. New Media
- e. Media Trends
- f. The Press
- g. What is Publishing / What is Posting?
- h. What is News?
- i. Linking is Publishing or Advertising

## 2. What is Media Education? (see map)

- a. Definitions and Taxonomies
- b. Key Concepts
  - i. Key Concepts Triangle
  - ii. Eddie Dick Triangle
- c. Methodologies
- d. Media Selection
- e. Encoding / Decoding
- f. Curriculum
  - i. Standards & Benchmarks (Outcomes)
  - ii. Examples
  - iii. Status
- g. Media Education Techniques

## 3. What is Media Literacy / Literacies?

- a. Definitions
- b. Taxonomies
- c. Orientations

## 4. Key Concepts in Media Studies and Media Education / Screen Theory

- a. Key terms / key aspects (Bazalgette, 1992)
- b. Key Concepts in Media Education
- c. Key Concepts in Media Studies
- d. Key Concepts in New Media
- e. Screen Theory and Methodology

## 5. What is Media Studies?

- a. Definitions (see map)
- b. Goals
- c. Key Concepts
- d. Media Theory / Theories
  - i. Media Effects
  - ii. Media Attributes

- e. Media Research 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
  - f. Media History
  - g. 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
- 6. What is New Media?**
- a. Definitions and Taxonomies
  - b. Convergences
  - c. Propositions
  - d. Key Concepts / New Media Aesthetic
  - e. Multimedia
  - f. Digital Media
  - g. Social Media

## **Media Ethics & Law**

- 7. Teaching Controversial (Media) Issues**
- a. What makes an Issue Controversial?
  - b. Controversial Issues Framework
  - c. Values Clarification
  - d. Critical Modules & Normative Units
- 8. Course & Resource Approval (Can I Use Any Resources I Want?)**
- a. Sociology of Curriculum
  - b. BC Ministry Policies
  - c. BC Graduation Requirements
  - d. Learning Resources: Provincial Approval Process
  - e. Board Authority / Authorized (BAA) Courses
  - f. Resource Approval
- 9. Academic Freedom & Authority Over Curriculum (Can I Teach What I Want?)**
- a. *Academic Freedom Questionnaire*
  - b. *Charter of Rights & Freedoms*
  - c. *BC School Act*, Educational Program Guide Order, Section 168 (2)(e)

- d. *Manual of School Law*
- e. BCLA Statement on Intellectual Freedom
- f. Precedent Cases

## **10. 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

## **11. 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 Practice**

## **12. Youth and Media**

- a. Definitions and Taxonomies
- b. Youth Media
- c. Youth on Media
- d. Youth in Media / Portrayals and Impressions of the Media
- e. Youth Trends
- f. 20<sup>th</sup> Century Learning

- g. 21<sup>st</sup> Century Learning
  - h. History of Youth
  - i. Youth Culture and Movements
- 13. Screen Techniques, Method & Theory in Media Studies**
- a. Key Concepts (Review)
  - b. Screen Theory (Review)
  - c. Research 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
- 14. Media Production**
- a. Media & Technological Infrastructure, Hardware & Software (see *Technology Guide*)
    - i. Blogs
    - ii. Open Journal System
    - iii. Twitter
  - b. Key Concepts & Practices
  - c. Key Roles and Activities
    - i. Encoding
    - ii. Producing
    - iii. Formatting the show
    - iv. Writing content
      - 1. Storyboarding
      - 2. 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
  - d. Public Service Announcements
  - e. Culture Jamming
  - f. Gaming