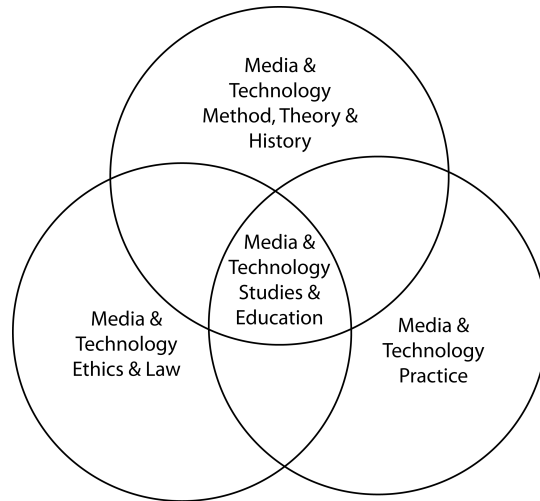




ETEC 531
(Curriculum issues in) Cultural & New Media Studies
EDCP 481
Media Studies (Across the Curriculum)

Lecture Notes
S. Petrina (9 July 2018)



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III. Media & Technology Practice

Module 3: Media & Technology Production

7. Media Production

- a. Media & Technological Infrastructure, Hardware & Software (see *Technology Guide*)
 - i. Technical
 1. Musburger, R. B. & Kindem, G. (2009). *Introduction to media production: The path to digital media production*. Boston: Elsevier.
 2. Academy of Motion Picture Arts and Sciences. (2008). *Teachers guide series*. <http://www.oscars.org/education-outreach/teachersguide/index.html>
 3. Media Production Resources
 - a. *Video Maker Magazine* <http://www.videomaker.com/>
 - b. *Creative Cow Magazine* <http://forums.creativecow.net/>
 - c. CyberCollege <http://www.cybercollege.com/>
 - d. Student Filmmakers <http://www.studentfilmmakers.com/filmfestivals/>
 - e. SchoolTube <http://www.schooltube.com/>
 - f. Student Television Network <http://www.studenttelevision.com/>
 - g. Beginning Reporting <http://www.courses.vcu.edu/ENG-jeh/BeginningReporting/Introduction/home.htm>
 - h. National Film Board
 - i. American Film Institute
 - j. Royalty Free Music for Schools <http://www.soundzabound.com/>
- b. Infrastructure, Hardware & Software (see *Technology Guide*)
 - i. Blogs
 - ii. Open Journal System
 - iii. Twitter
- c. Critical
- d. **Key Concepts & Practices**
 - i. Cultural disassembly
 - ii. Sampling
 - iii. Re/mixing
 - iv. Riffing
 - v. Mashing-up
 - vi. Ripping and Burning
 - vii. Re/covering
 - viii. Remediating
 - ix. Responding
 - x. Copying
- e. Media Productions
 - i. Media productions are the hallmark of cyberspace— Communication and participation are blends or convergences of image, text and sound. Certainly, students of new media technologies ought to be conversant in all of these modalities.
 - ii. Triadic Challenges:

1. **Technical:** Do I need prior experience to produce New Media? What is New Media? Is it necessarily moving, or can it be static? Does it have to be a movie? Does it involve a high threshold of learning— a steep learning curve? Can anyone learn to produce New Media through an introductory course? Can one learn how to produce New Media in a single course? Is it possible to learn technology in an online environment? How long does it take for one to learn how to produce New Media? Does one need to learn all formats in order to produce New Media? How many types of New Media are there? Does the duration of the production matter in assessment? How might one create New Media that critiques itself?
 2. **Critical:** What might be involved in the production of New Media? How might we produce New Media that would count as critical? What constitutes critical production? Do critical New Media productions always have to involve theory? What might be some ways we can bring theory to bear upon our productions? What about the standpoint of the producer? Should s/he take a position or stand in her/his production? Does s/he have to take a position in order for the piece to count to be deemed as a critical production?
 3. **Creative:** How do I balance the Technical, Critical, and Creative aspects of media production? What if I feel I am much more creative than technical? How do I draw inspiration from my creative capacities to fuel the critical and technical capacities? Perhaps if I script or storyboard first, this will allow my muse to flourish and shine. Can I script comedy? Can I script tragedy? Can I script or storyboard fact (fact + fiction) or do I have present factual information? Can I do a mockumentary? Can I add my own music as a soundtrack? Can I incorporate my visual art productions into my MP?
- iii. Narrative
 1. Transportation
 2. Identification
 3. http://uscpublicdiplomacy.org/index.php/newswire/cpdblog_detail/culture_posts_oscar_lessons_in_the_persuasive_power_of_stories_and_storytel/
 - f. Gaming
 - g. Culture Jamming
 - i. Subvertising
 - ii. Tagging
 - h. Briefs
 - i. Ad
 - ii. PSA
 - iii. Subvertising (see EDCP 481 briefs)
 - iv. Video Brief
 1. <http://www.rossiterandco.com/CorporateProducer/CorporateVideoProduction/Video-Brief.htm>
 2. Tune in not Out <http://www.tuneinnotout.com/wp-content/uploads/2010/10/F14-Video-Brief1.pdf>

3. Corporate Video Brief
http://www.gcis.gov.za/resource_centre/guidelines/handbook/2003/c6.pdf
- 4.
- i. Public Service Announcements
 - i. PSA Trope
<http://tvtropes.org/pmwiki/pmwiki.php/Main/PublicServiceAnnouncement?from=Main.GovernmentInformationAdverts>
 1. Scanning Television examples
 2. R Word
 - a. http://www.youtube.com/watch?v=T549VoLca_Q
 - b. Story <http://therword.org/>
 3. That's so Gay
<http://www.youtube.com/watch?v=sWS0GVOQPs0&NR=1>
 - 4.
 - ii. CBC Guidelines <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/programming/public-service-announcements/1-4/>
 - iii. Media Awareness Network examples http://www.media-awareness.ca/english/corporate/media_kit/psas.cfm
 - iv. Public Information Films <http://625.uk.com/pifs/index.htm>
 - v. Mental Hygiene v. *Adbusters*
- j. Advertising, Branding & Marketing
 - i. Advertising
 1. Ad Tropes
 - a. <http://experiencecurve.com/archives/the-12-types-of-ads>
 - b. <http://tvtropes.org/pmwiki/pmwiki.php/AccidentalNightmareFuel/Advertising>
 2. Ad Analysis
 - a. Terry O'Reilly
 - i. <http://www.terryoreilly.ca/>
 - b. Age of Persuasion <http://www.cbc.ca/ageofpersuasion/>
 - i. Episodes <http://www.cbc.ca/ageofpersuasion/episode/>
 - ii. Book
<http://www.randomhouse.ca/catalog/display.pperl?isbn=9780307397317>
 - iii.
 3. Ad Standards and Regulation
 - a. *Canadian Code of Advertising Standards*
 - i. <http://www.normespub.com/en/standards/canCodeOfAdStandards.pdf>
 - b. Advertising Standards Canada <http://www.adstandards.com/en/>
 - c. *Broadcast Code for Advertising to Children* (http://www.cca-kids.ca/responsible_advertising/kids_code.pdf)
 4. Ad Council <http://www.adcouncil.org/>
 5. Body Image: Girls, Boys, Women, Men and Ads
 - a. Jean Kilbourne <http://www.jeankilbourne.com/>
 - b. Killing us Softly <http://www.mediaed.org/>

- i. Media Education Study Guides
 1. KUS 3
http://www.mediaed.org/assets/products/206/studyguide_206.pdf
 2. KUS 4
http://www.mediaed.org/assets/products/241/studyguide_241.pdf
 - a. <http://trutube.tv/video/4851/Killing-Us-Softly-4-2010-Jeane-Kilbourne>
 - ii. Department of Communities
<http://www.communities.wa.gov.au/Documents/Women/Women%20in%20the%20Media%20Discussion%20Paper%20FINAL.pdf>
6. Youth and Ads
 - a. Diesel
 - i. <http://www.diesel.com/be-stupid/>
 - ii. <http://www.creativeadawards.com/diesel-be-stupid-advertising-campaign/>
 7. Subvertising
 - a. Adbusters (Media Foundation) <https://www.adbusters.org>
 - ii. Commercial Content
 - iii. Advertorial
 - iv. Native Advertising
 - v. Sponsored Content
 - vi. Giftvertising
 - 1.
- k. Key Roles and Activities in Media Production
 - i. Encoding
 - ii. Producing
 - iii. Formatting (e.g., the ad, show, etc.)
 - iv. Researching (e.g., focus groups)
 - v. Writing content
 1. Storyboarding <http://karenjllloyd.com/blog/free-storyboard-template-downloads/>
 2. <http://www.finegamedesign.com/script/index.html>
 3. Editing
 - vi. Visualizing content
 - vii. Writing sound script
 - viii. Casting and staging
 - ix. Writing visual script
 - x. Piloting
 - xi. Transmitting
 - xii. Scheduling activity
 - xiii. Selecting Equipment and Props
 - xiv. Directing and Rehearsing
 - xv. Engineering the Production
 - xvi. Consumer Receiver

- I. Genres of Media Production
 - i. Action (Scripted & Unscripted)
 - ii. Adult
 - iii. Adventure
 - iv. Animation
 - v. Comedy
 - vi. Crime
 - vii. Documentary (Environmental, Historical, Political, etc.) (Ken Burns, Naomi Klein, Michael Moore, etc.)
 - viii. Drama
 - ix. Fantasy
 - x. Horror
 - xi. Musical
 - xii. Mystery & Suspense
 - xiii. News
 - xiv. Reality
 - xv. Romance
 - xvi. Science Fiction
 - xvii. Sports
 - xviii. Thriller
 - xix. Environmental & Wildlife
 1. *An Inconvenient Truth* (Surrey SD 36 controversy)
 - a. BCTF Announcement of Classroom Resource
<https://bctf.ca/publications/NewsMagArticle.aspx?id=12432>
 - b. CBC <http://www.cbc.ca/news/canada/british-columbia/inconvenient-truth-raises-questions-in-b-c-school-district-1.672920>
 2. *This Changes Everything* (Naomi Klein & Avi Lewis) + *Energy IQ*
 - a.