



CENTRE FOR BIOETHICS AND HUMANITIES

Introduction to Media Literacy

MPU3352
(2 credits)

2022

Module Guide

TITLE: INTRODUCTION TO MEDIA LITERACY
LEVEL: MPU SEMESTER
BcBM, BcMB, BcDN, BcNT, BcPsy

COURSE CODE: MPU 3352
PROGRAMME: BcPH, BcPC,

CONTENT SYNOPSIS

This course introduces students to the principles and practice of media as well as visual elements. This course aims to introduce students to the deconstruction of media texts through an understanding of the language, codes, and conventions adopted by various media in Malaysia as well as globally. Students will be facilitated through lectures, tutorials, and workshops to develop visual analysis and video production using the latest video editing software. Students will be assessed via assignment, project, and final examination. Upon completion of this course, students will be able to produce creative videos using appropriate digital skills.

OBJECTIVES:

At the end of this module students will be able to:

1. enhance understanding and interpretation of media visualisations/images as aesthetic phenomena and as elements of a wider socio-cultural process.
2. explore existing and emerging issues of information technology and their impact on the cultural, political, and social aspects of communication.
3. develop competencies in communicating within the context of globalisation and information technology.
4. Explore the role of media in modifying the health-seeking behaviour of the general population

LEARNING OUTCOMES:

At the end of this course, students will be able to:

CLO1: identify the visual aspects of various media production and their purposes (C2, PLO6)

CLO2: critically analyse visual representations and meaning construction (C2, PLO7)

CLO3: create a digital presentation of cultural messages (C3, PLO5, PLO8)

LEARNING HOURS

TEACHING & LEARNING CONTACT HOURS:

Lectures	5 hours
Tutorial	12 hours
Workshops	11 hours

TOTAL CONTACT HOURS 28 hours

TOTAL LEARNING HOURS:

Lectures	5 hours
Tutorial	12 hours
Workshops	11 hours
Assessments	19 hours
Independent Learning	33 hours

TOTAL LEARNING HOURS 80 hours

ASSESSMENTS

FORMATIVE ASSESSMENT

Response to visual representation (online)

SUMMATIVE ASSESSMENT

Assignment 40%

Students are to produce an essay of 1500 words evaluating a popular culture text. The aim of this assignment is to enable students to develop advanced analytical skills in analysing strengths and weaknesses of the media text before assessing its overall value.

Project 30%

Students are to work in groups of 5-6 to create 3-4 minute mini-documentaries on a particular aspect of existing problem on health in the surrounding community. The aim of this assignment is to encourage students to research, discuss and work together as a team and communicate and educate others on health related matters.

Written Examination 30%

The written examination is for 1 hour and 30 minutes. The paper consists of two sections, short response and one essay. Students will be required to respond in essay form.

MODULE LEADER & LECTURER: Dr Arlini Alias

SYLLABUS:

1. Introduction to Media Literacy (*Lecture: 1hr, Tutorial: 2hr*)
2. Types of Media (*Lecture: 2hr*)
3. Informational Graphics: Rhetoric of the Image (*Lecture: 1hr, Tutorial: 2hr*)
4. Elements of Design (*Lecture: 1hr, Tutorial: 1hr*)
5. Media and Meaning Construction (*Tutorial: 3hr*)
6. Global Visual Language (*Lecture: 1hr, Online Tutorial: 2hr*)
7. Media and Popular Culture (*Lecture: 1hr, Tutorial: 2hr*)
8. Media Issues (*Online Forum: 3hr*)
9. Media and Technology (*Workshop: 3hr*)
10. Cyberspace and Multimedia (*Online Forum: 3hr*)

ATTENDANCE RELATED REQUIREMENTS

This module has a total of 10 sessions for teaching and learning. Students who do not meet the 75% attendance requirements will be at risk of failing the module.

READING LIST:

Johnson, H., Mathis, J. & Short, K.G. Critical Content Analysis of Visual Images in Books for Young People: Reading Images. Taylor & Francis Group; 2019.

Leaning, M. Media and Information Literacy: An Integrated Approach for the 21st Century. UK: Elsevier Science & Technology; 2017.

Richardson, J.E. 2007. Analyzing Newspapers. New York: Palgrave.

Matheson, D. 2005. Media Discourses. England: Open University Press.