

IPS 304 Contemporary Media Literacies

Course Description

Power flows through media in digital networks. To gain access to that power and mitigate its negative influence, you must understand the history, structure, and language of media. In this course, you will learn theories of contemporary media literacy as well as the concepts of visual, spatial, textual, and gestural design in order to interpret and create research products in multiple modes and situated in global contexts. *This course integrates IPS 305 Global Awareness and Intercultural Competence, and IPS 306 Self-Awareness.*

SLOs

1. Develop contemporary media literacy by identifying and interpreting the rhetorical situation in multiple genres.
2. Understand media literacies in cultural, social, and critical contexts.
3. Apply knowledge of visual and digital rhetoric to craft and interpret messages with intention and purpose in multiple genres.
4. Illustrate knowledge of visual and digital rhetoric to persuade an audience of a position on a relevant issue, in the genre of a proposal.
5. Apply conventions of academic and professional written and oral discourse in and about digital contexts.
6. Speak in genres appropriate to the discipline(s) of the primary subject of the course.

Major Assignments

Annotated Bibliography

A list of 5 sources, citations and summaries evaluated according to relevance to research topic.

Proposal Assignment

A detailed project proposal that asks student to discuss the literacy problem and related issues, possible solutions, counterarguments, and recommendations and conclusions.

Final Presentation

A recorded final presentation that shares the research project, research, and reflections on the work during the term. A draft with peer and instructor feedback to polish the final presentation.

Critical Reflection Essay

A written essay that asks students to articulate their thoughts about their thoughts as a thinker, speaker, and designer in contemporary media formats, including their strengths and weaknesses working with multiple literacies and strategies for approaching future professional and academic projects.

Final Website/Project

Students design a website that houses the results of the research, expressed in multiple genres, illustrating how they have applied their understanding of contemporary media literacies in current cultural contexts. This project includes three supporting genres, one of which is the final presentation recording.

Reading List

Literacy theories for the digital age: social, critical, multimodal, spatial, material and sensory lenses.

Direct Link: <https://ebookcentral.proquest.com/lib/uncg/detail.action?docID=4090983>

1. Catalog Link: <https://uncg.on.worldcat.org/oclc/930027761>

The Student Experience

“The professor’s expectations on every assignment were extremely clear. I loved that she provided us with information in several different learning formats as to work with different learning styles. One more thing that I enjoyed was that everything she taught was thought-provoking but not overwhelming.”