

## Session Breakdown:

Session:	Objectives – Participants will be able to:	Assignments:
<p>June 23<sup>rd</sup></p> <p>Session 1: Who Created this message, and what creative techniques were used?</p> <p>8:00AM to 1:00PM</p>	<ul style="list-style-type: none"> <li>• Explain the benefits of media education and literacy in the classroom.</li> <li>• Identify and explain the five core concepts of media literacy.</li> <li>• Define and explain the basic concepts of cinematography and sound design</li> <li>• Using industry vocabulary and terminology, analyze media based on concepts 1. All media messages are constructed, and 2. Media messages are constructed using a creative language with its own rules.</li> </ul>	<p>Find and share media examples of each of the five core concepts.</p> <p>Written analysis of media texts’ use of cinematography to manipulate audience emotions/reactions.</p> <p>Written analysis of media texts’ use of sound design to manipulate audience emotions/reactions.</p> <p>Media deconstruction analysis of media clips used to teach curriculum in the classroom.</p>
<p>June 24<sup>th</sup></p> <p>Session 2: How might others understand this message differently, and what values or points of view are embedded?</p> <p>8:00AM to 1:00PM</p>	<ul style="list-style-type: none"> <li>• Identify and explain basic media theories (Cave Theory, Phenomenology, Lacan’s Mirror, Marxist Film Theory, Auteur Theory, and Media as a Mirror).</li> <li>• Using Cave Theory, Phenomenology, or Lacan’s Mirror, analyze media texts based on media literacy concept 3. Different people experience the same media message differently.</li> <li>• Using Marxist Film Theory, Auteur Theory, or Media as a Mirror, analyze media texts based on media literacy concept 4. Media messages have embedded values and points of view.</li> </ul>	<p>Summarize theories.</p> <p>Creative analysis of media text using Cave Theory, Phenomenology, or Lacan’s Mirror.</p> <p>Creative analysis of media text using Marxist Film Theory, Auteur Theory, or Media as a Mirror.</p> <p>Summary and lesson plan for one theory in student-friendly terms and on grade level.</p>
<p>June 25<sup>th</sup></p> <p>Session 3: Why is this message being sent?</p> <p>8:00AM to 1:00PM</p>	<ul style="list-style-type: none"> <li>• Identify and explain the six “modes” of non-fiction film (Poetic, Expository, Observational, Participatory, Reflexive, and Performative).</li> <li>• Explain and discuss the terms “non-fiction,” “document,” and “true” as they apply to media and film.</li> <li>• Analyze the purpose and “truth” of a non-fiction media message using the four previous media literacy concepts as well as concept 5. Most media messages are organized to gain profit and/or power.</li> <li>• Create a media-based argument.</li> <li>• Plan to incorporate the five media literacy concepts and other principles from this class into subject-specific classroom instruction.</li> </ul>	<p>“Quiz” on the documentary modes.</p> <p>In-depth analysis of a non-fiction media text using all five media literacy core concepts.</p> <p>Lesson plan using media to support a student learning outcome in a given discipline at a given grade level which also incorporates core concept #5 and at least one other media literacy core concept.</p>

## Media Literacy in the Classroom Assignment Grading Rubric:

Student Name: \_\_\_\_\_ Date of Completion: \_\_\_\_\_ Total Points: \_\_\_\_\_

ASSIGNMENT:	Excellent: 10 pts	Good: 7 pts	Inadequate: 0-6 pts
Cinematography Analysis	3 Assignment completed as required 4 At least 8 visual techniques were analyzed 3 Analysis was thoughtful and thorough	2 Assignment mostly as required 3 Analyzed 5 to 7 techniques 2 Analysis was basic	Anything less than "good" is inadequate.
Sound Design Analysis	3 Assignment completed as required 4 More than 3 design aspects were analyzed 3 Analysis was thoughtful and thorough	2 Assignment mostly as required 3 At least 3 design aspects were analyzed 2 Analysis was basic	Anything less than "good" is inadequate.
Classroom Media Deconstruction	5 Assignment completed as required 3 Multiple texts were used 2 Included both visual AND audio breakdown	4 Assignment mostly as required 2 At least 1 text was used 1 Included visual OR audio breakdown	Anything less than "good" is inadequate.
Theories Analysis 1	4 Assignment completed as required 6 Analysis was thoughtful and thorough	3 Assignment mostly as required 4 Analysis was basic	Anything less than "good" is inadequate.
Theories Analysis 2	4 Assignment completed as required 6 Analysis was thoughtful and thorough	3 Assignment mostly as required 4 Analysis was basic	Anything less than "good" is inadequate.
Theories Lesson Plan	3 Assignment completed as required 5 Plan is appropriate for discipline and grade lvl 2 Theory was correctly explained and used	2 Assignment mostly as required 4 Plan is mostly appropriate for lvl 1 Theory was mostly correct	Anything less than "good" is inadequate.
Non-Fiction Media	3 Assignment completed as required 1 Analysis was insightful and well-worded 6 Showed an excellent grasp of the concepts	2 Assignment mostly as required 0 Analysis not insightful nor written well 5 Showed a good grasp of the concepts	Anything less than "good" is inadequate.
Participation and Professionalism	4 Attended all (required for SUU credit) 4 Participated in all activities fully 2 Always attentive and professional	3 Attended with only one tardy 3 Generally participated in activities 1 Generally attentive and professional	Anything less than "good" is inadequate.
FINAL:	EXCELLENT: 20 pts	GOOD: 12 pts	Inadequate: 0-13 pts
Media Lesson Plan	6 Assignment completed as required 5 Includes subject-specific core objectives 5 Includes at least 2 (#5 req.) media lit. concepts 4 Utilizes media in support of curriculum in a creative and responsible way	4 Assignment mostly as required 3 Includes general subject core objectives 3 Includes only media lit. concept #5 2 Uses media support generally in an extraneous or irresponsible way	Anything less than "good" is inadequate.

### Grading Scale:

100 – 90 points	A - Excellent
89 – 80 points	B - Good
79 – 70 points	C - Satisfactory
69 – 0 points	No Grade - Inadequate