

EMF 100

Using Information Effectively in EMF

Required Textbook: Faigley et al. *Picturing Texts* (W.W. Norton, 2004)

Course Format and Objectives:

This course is designed to provide the student with an understanding of media literacy and information literacy. Students will study how information has been collected, processed, evaluated, and communicated in the past and the present. Students will learn how to gather relevant information from human, print, and electronic sources in the field of electronic media and film. Focus will be placed on developing the critical thinking skills necessary to evaluate and use information collected. Students will also gain collaboration and presentation skills through group activities and student presentations.

Requirements:

1. **Comparison Paper:** Students will write a paper comparing a scholarly source and a popular review written on the same film. The students will then write an essay summarizing the articles, comparing their styles, intended audiences, level of vocabulary, etc., and offering their own personal reactions to the two articles. Further information about the specifics of the assignment and grading criteria will be distributed in class.
2. **Annotate Bibliography:** Students will conduct primary and secondary research on a selected research topic generated from a film. Sources collected will be organized using an annotated bibliography format. Details of the assignment will be covered in class.
3. **Graded Observations:** In order to gain media literacy skills, students will participate in three short observational assignments about media. These assignments will be distributed in class and will be worth 25 pts. each. Significant class discussion will also be part of the grade.
4. **Movie Watching Project:** This project will be a group movie viewing project/presentation designed to summarize all the skills learned during the semester. to find, analyze/evaluate, and use/communicate information, in this case about how a major movies is disseminated. A detail assignment sheet with expectations and grading criteria will be distributed in class.
5. **Picture This:** The final project of the semester will also combine all skills learned during the semester. Students will create two texts that represent and important place to them and present these texts to the class with analysis. A detailed assignment sheet with expectations and grading criteria will be distributed in class.
6. **Final Exam:** A final cumulative, practical exam will be given that covers all skills and concepts covered in class. Length and format will be discussed in class.
7. **Class attendance and participation:** Anyone with three or more unexcused absences will lose 10 class participation points. Anyone missing 50% of classes or more

will receive an F or F/X for the course. Students should please contact me immediately, preferable in advance of class, if they will be absent. Absences will not be excused unless students contact me immediately. Class participation will comprise part of the final grade. This grade will be based on contribution to class discussions and group activities. Chronic tardiness will also affect class participation points.

Class Rules and Conduct:

1. In-class behavior: Please turn off cell phones, blackberries, and other electronics during class and screenings. Students may NOT answer cell phones during class or an exam! Students may use personal computers during class but are on their honor to only use them to record notes and to refrain from other activities. No private conversations of any kind will be tolerated.

2. Assignments: Assignments will not be accepted by email unless arranged with the instructor. All late assignments will be lowered by 5% per weekday. This penalty may be waived in cases of illness or emergency documented to my satisfaction. Computer/technology problems are NOT necessarily valid excuses for late work.

3. Pre-existing factors: Students cannot repeat a TU course more than once without the permission of the Academic Standards Committee. If you have been diagnosed with a learning disability or you play for a Towson team you are required to inform me at the beginning of the semester.

4. . Academic Integrity: Please view the following page:

<http://wwwnew.towson.edu/provost/resources/studentacademic.asp>

Students are expected to review and understand this document. Academic dishonesty of any kind will not be tolerated. Anyone feeling that they still do not understand the policy or have specific questions should arrange to meet with the instructor.

Grading:

It is possible to earn 675 points weighted as follows:

Comparison Paper	100 pts. (15%)
Annotated Bibliography	100 pts. (15%)
Graded Observations	75 pts. (10%)
Group Movie Watching project	100 pts. (15%)
Picture This	100 pts. (15%)
Final Exam	100 pts. (15%)
Class participation	100 pts. (15%)
TOTAL	pts. 675 pts.

This class will use plus/minus grading using the following percentages:

93-100	A		
90-92	A-	76-79	C+
86-89	B+	70-75	C
83-85	B	66-69	D+
80-82	B-	60-65	D
		59 or below	F

<p>Week 1: Visual vs. Verbal Text Syllabus review Introduction</p>	<p>Read: Stephens, By Means of the Visual (pg. 57-65)</p>
<p>Week 2: Visual vs. Verbal Text cont. NO CLASS HOLIDAY</p>	<p>Read the following article, be ready to discuss http://www.lilithgallery.com/articles/walter_benjamin.html OR http://bid.berkeley.edu/bidclass/readings/benjamin.html</p>
<p>Week 3: FIND Read: Chapter Two (pg. 98-115)</p>	<p>Information Literacy: Overview and Research skills</p>
<p>Week 4: FIND Research skills cont.: Internet</p>	<p>Research skills cont.: Library Assign Comparison paper</p>
<p>Week 5: FIND & EVALUATE Comparison Paper due Assign anotated bibliography</p>	<p>Proposals due</p>
<p>Week 6: FIND & EVALUATE Work Research Project</p>	<p>Media Literacy: Basics and comparative media</p>
<p>Week 7: EVALUATE Annotated Bibliography Due for discussion</p>	<p>Media Literacy: Basics cont.</p>

Week 8: EVALUATE Media Lit.: Argument and Ownership Read: Chapter Six (pg. 384-398)	Read: Grierson, Shock's Next Wave, (pg. 134-141)
Week 9: EVALUATE Media Lit.: Constructing Realities Read: Chapter Five (pg. 318-331)	Media Lit.: Ethics and Representation Read: Chapter Four (pg. 230-248) Read Jacobson, In Brochures...(pg. 340-344)
Week 10: EVALUATE & USE Media Lit. wrap up Using Information	Intellectual Property (library visit)
Week 11: USE Presentation Skills	Group Movie Watching Project Part I
Week 12: USE Group Movie Watching Project cont.	Work Day: Movie Project
Week 13: USE Movie Project Group Presentations	NO CLASS! HOLIDAY
Week 14: USE Read: Chapter Three (pg.152-168) one of the articles after Ch 3	Work Day
Week 15: USE Due: Picture This Presentations	Due: Picture This Presentations
Week 16: REVIEW Review for final	FINAL EXAM

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Syllabus subject to change, but not without advance notice.