

Syllabus for UWX SS310

Social Media, Fake News, and You: Why Media Literacy Matters

NOTE: This syllabus document contains the basic information of this course. The most current syllabus is available in the full course.

Course Description

Media Literacy is designed to help students develop an informed, critical and practical understanding of the media and examines examples of media messages including entertainment, commercial and social media to critically evaluate the sources and target audiences.

Prerequisite(s)

None

Course Outcomes

Upon completing this course, you will be able to do the following:

- Develop analytical skills and understanding of concepts related to digital media industries.
- Identify techniques to become more media literate as individuals and as a society through real-world examples
- Critically analyze the intent of media marketing and connection between commercial products and media content.
- Make ethical and informed decisions as consumers of entertainment, commercial and informative media messages.

Course Requirements/Components

You will be graded on your completion of quizzes, discussions, exercises, and two exams.

Grading

The following grading scale will be used to evaluate all course requirements and to determine your final grade: (examples below)

Grade	Percentage Range
A	93% - 100%

A-	90% - 92%
B+	87% - 89%
B	83% - 86%
B-	80% - 82%
C+	77% - 79%
C	73% - 76%
C-	70% - 72%
D+	67% - 69%
D	60% - 66%
F	59% and under

Assignment (Example Table: Delete Before Saving)	Percent
Quizzes (15)	25%
Discussions (33)	25%
Exercises (10)	25%
Midterm Exam	15%
Final Exam	15%
Total Points	100%