

Course summary		
Short title	PE.CM.T1.V4001.	(ECTS) Credits : 3 Target audience: Voltijd Regulier
Title	Analyzing media	
Learning competences	<ul style="list-style-type: none"> • Beleid maken (PE.COMP6) • Innoveren (PE.COMP9) • Oriënteren (PE.COMP1) • Plannen (PE.COMP2) • Uitvoeren (PE.COMP3) 	
Learning outcomes	<ul style="list-style-type: none"> • The student is able to see media content as meaning bearers and knows to apply different analytical methods to reach a pedagogic judgement. • The student is able to decode media content based on sociological, psychological and pedagogic visions and make a connection with the pedagogic practice. • The student is able to analyse books and comics, commercials and marketing, games, social media and internet television, music and video clips and based on this analysis he/she is able to judge what media sources are appropriate for different target groups and the possible influence these media sources can have on different target groups. • The student is able apply a well substantiated pedagogic vision in order to develop and stimulate media literacy • The student is willing to apply his/her acquired knowledge and skills in order to enlarge his/her own awareness and the awareness of others 	
Course content	<p>During the first skill unit you will be trained to analyse media messages through the eyes of a pedagogue. A connection will be made with sociology, semiotics, Marxism, psycho-analysis, development psychology and theoretical pedagogy. The training 'developing media literacy' consists of seven meetings in which students learn to look at media (content) from different points of view. This way students develop a critical pedagogic vision regarding media literacy.</p> <p>The following topics will be discussed:</p> <ul style="list-style-type: none"> • Introduction analysing media from a semiotic perspective; How can we see text and images as meaning bearers? • Analysing from a sociologic perspective, what is the influence of social media and the internet on education anno 2012? • Analysing from a psycho-analytical perspective; Games, what archetypes do we find in RPGs? • Analysing from a Marxist perspective (Paulo Freire); commercial and marketing aimed at children and youngsters. • Analysing from a development psychological perspective, which dominant themes play a role in the development of children, what development tasks do children/youngsters have and to what extend are the media aimed at these age groups suitable? • Analysing from a theoretical pedagogic perspective (Imelman and link with de Winter and Freire). How do we reach a well substantiated pedagogic vision on media use? • Detail and response training; Students determine the content. • Different methods for analysing are discussed: Discourse, Uses and gratification, qualitative content analysis, rhetoric analysis. 	
Learning activities	Lecture	
Learning resources and tools	n/a	

Teaching methods	Interactive workshop/training		
Prerequisites and co-requisites	Students should at least be in their third year of their study (semester 5 or 6) and they should have a minimum of six months of internship experience.		
Level			
Grading scale	1 up to 10, 1 dec.		
Assessment methods	Type of assessment	Grade weighting	Criteria
	Assessment analyzing media	1.0	Higher or equal to 5.5
Recommended Literature	n/a		
Language of instruction	English		
Name of lecturer	n/a		