We are immersed from cradle to grave in a media and consumer society and thus it is important to learn how to understand, interpret, and criticize its meaning and messages. As the revelations about the role of media in our last presidential election have made apparent, learning about and teaching critical media literacy should be a required part of everyone’s education.

In this course students will not only become experts in some of the basic theoretical, technological and philosophical dimensions of critical media literacy, but also its practical applications in terms of media production skills. This, in turn, will provide students with the necessary pedagogical expertise to teach and/or design similar courses and/or workshops.

The main assignment for this class is to produce a group media project, which can be a short critical video documentary, PowerPoint Presentation, Web Site or other form of media project. Graduate students can focus on topics which relate to their own areas of research. The media projects will be worth a large percentage of your final grade.

The course is designed for students who have little or no media production experience, and basic production techniques will be taught in the lab portion of the course.

Production equipment (video cameras, microphones, etc) will be provided as well access to editing facilities. Labs will include basic camera techniques, lighting and sound, and I-Movie editing workshops.

Please note, this is a 6 unit course and you will need to register for both the seminar and the lab. The 3 hour seminar will be followed by a 30 min break and then an 80 min lab (the lab will be voluntary during the final weeks of class).

The final productions will be screened at the end of the quarter. Students from previous classes have had their productions included in film festivals, art installations, and for presentations at scholarly conferences.

The majority of students, who have taken this class have produced short video projects. Many of these can be viewed at: http://women.ucla.edu/faculty/hammer/cm178/

Please e-mail Instructor if you have any questions or are interested in enrolling in the class. If you want a PTE number, please include a brief bio regarding your school status and interests.

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Enrollment is Limited and Education Graduate Students and Undergraduate Education Minors will be given priority.