



## MEDIA LITERACY

<b>Degree:</b>	Bachelor's degree
<b>Subject:</b>	061 «Journalism»
<b>Year of study:</b>	2
<b>Semester of study:</b>	teaching in autumn semester
	Full-part course: credit value makes 3 ECTS credits, i.e. 90 academic hours, including 12 academic hours of lectures, 18 academic hours of practical classes and 60 academic hours of individual work).
<b>Number of ECTS credits:</b>	Part-time course: credit value makes 3 ECTS credits, i.e. 90 academic hours, including 2 academic hours of lectures, 2 academic hours of practical classes , 86 academic hours of students' individual work.
<b>Language(s) of teaching:</b>	English
<b>TYPE OF SEMESTER CONTROL</b>	test (credit)

### Course author and lecturer:

Ph.D. in Social Communications, Zaitseva Stanislava Stanislavivna

вчений ступінь, вчене звання, прізвище, ім'я та по-батькові

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on schedule  
consultation

### Teacher of the practical classes:\*

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### Summary of the training

#### Course Learning Objectives:

The course aims to enhance students' theoretical comprehension of media literacy fundamentals and to equip them with practical skills for effectively and safely interacting with information garnered from media outlets, encompassing the use of contemporary information and communication technologies in their everyday lives, educational and cognitive undertakings, and interpersonal communication. The course aims to enhance one's capabilities in judiciously consuming information, mastering the essence of media hygiene, and proficiently interacting with the contemporary media industry.

**Learning outcomes:**

LO03. Evaluate your own or someone else's information product or campaign, which has been independently or collaboratively organised and conducted.

LO04. Search, process and analyze information from various sources.

LO07. Align personal tasks with those of colleagues.

LO09. Evaluate the actions of colleagues as individuals who uphold the rights and responsibilities of society members and act as representatives of civil society.

**Prerequisites for starting the course:**

Basic knowledge of the subjects "Foreign Language", "Computer Science"

**Course objective (acquired competences)**

The course aims to develop the competences of a university student:

1. GC03. Critical and self-critical skills.
2. GC04. Ability to seek, process and analyze information from different sources.
3. GC05. Ability to use information and communication technologies.
4. SC01. Ability to apply knowledge of social communication in professional practice.
5. SC03. Ability to create a media product.

**Course structure**

No	Topic	Hours (L/LC/P) <sup>3a</sup> by form of study	Brief content	Tools and tasks
1	Concepts of media literacy, media education, course objectives. Information, media and their place in human life	Full-time study 2/0/2  Part-time study 0,5/0/0,5	The place of media and information in the modern world. Criteria of information in news (truthful, relevant, timely, understandable, complete). Information revolutions. Concepts of "media literacy", "media education". Levels of media literacy. The concept of implementation of media education in Ukraine. Media literacy in higher education.	Taking part in the discussion  Practical tasks
2	Media literacy as a guarantee of the state's information security	Full-time study 2/0/2  Part-time study 0,5/0/0,5	UNESCO's five principles of media literacy. Interaction between state authorities, local governments and society. Ranking of countries in terms of media literacy. Media literacy implementation in different countries  NGOs implementing media literacy Significant events in the country that contributed to the development of media literacy in Ukraine.	Taking part in the discussion  Practical tasks
3	News and disinformation	Full-time study 2/0/4  Part-time	The concepts of "news" and "disinformation". Characteristics of news. Components of news. The basics of quality reporting: accuracy, objectivity and	Taking part in the discussion  Practical tasks

№	Topic	Hours (L/LC/P) <sup>3a</sup> by form of study	Brief content	Tools and tasks
		study 0,5/0/0,5	clarity. False content. Manipulative content. Misinformation (clickbait, untargeted spread of gossip). Disinformation (deep fakes, conspiracy theories, lies, accusations).	
4	Verification of information	Full-time study 2/0/2  Part-time study 0,5/0/0,5	Critical thinking and awareness of information. True and false information, manipulation. The main stages of checking information (general familiarisation, searching for information, analysis). General tips for checking information (primary sources, emotional statements, media reputation). Reliability of information sources. Can we trust Wikipedia?	Taking part in the discussion  Practical tasks
5	Personal data on the Internet	Full-time study 2/0/4	Online profile protection (long and complex password, two-factor authentication, logging out of accounts on other people's devices, not sharing bank card details using, the same password for multiple accounts). Who collects personal data online and how (cookies, app permissions on smartphones, eavesdropping, etc.). The concept of data colonialism.	Taking part in the discussion  Practical tasks
6	Propaganda	Full-time study 2/0/4	How propaganda works. Five tools of propaganda (appealing to emotions, attacking the opponent, creating "us" and "them", targeting a specific audience, simplifying and distorting, and repeating the message). Telegram channels are an unreliable source of information.	Taking part in the discussion  Practical tasks

### Recommended reading

1. Muratova, Nozima. Media and information literacy in journalism: a handbook for journalists and journalism educators. / N. Muratova, A. Grizzle, D. Mirzakhmedova. – Tashkent: Baktria press, 2019. – 128 p.
2. Rachman, R, S., Damaianti, V. S., Mulyati, Y., & Sastromiharjo, A. Effectiveness of instruction-based information literacy training on the readiness of lifelong learning and the students' information literacy ability. *Cypriot Journal of Educational Science*. 2022. 17(9), P. 3354-3366. <https://doi.org/10.18844/cjes.v17i9.7726>
3. Jinchi Guo, Jie Huang. Information literacy education during the pandemic: The cases of academic libraries in Chinese top universities. *The Journal of Academic Librarianship* 47. 2021. P. 1-9. <https://doi.org/10.1016/j.acalib.2021.102363>

4. Yuxuan Zhu. The Historical Evolution of the Media in McLuhan's Theory. Cross Current Int Peer Reviewed J Human Soc Sci, 2022. 8(6), P. 85-90. DOI: 10.36344/ccijhss.2022.v08i06.002
5. Pernisco N. Media Literacy: An essential guide to critical thinking skills for our complex digital world. IngramSpark, 2020. 450 p.
6. Ross K., Bachmann I., Cardo V., Moorti S., & Scarcelli C. M. The International Encyclopaedia of Gender, Media and Communication - Introduction. In, Ross, Karen, Bachmann, Ingrid, Cardo, Valentina, Moorti, Sujata and Scarcelli, Cosimo Marco (eds.) *The International Encyclopaedia of Gender, Media and Communication*. Wiley. 2020. [doi:10.1002/9781119429128](https://doi.org/10.1002/9781119429128)
7. Медіаграмотність та критичне мислення в початковій школі: посібник для вчителя / Бакка Т., Голощапова В., Дегтярьова Г., Євтушенко Р., Іванова І., Крамаровська С., Мелешенко Т, Шкребець О. / За редакцією Волошенюк О., Дегтярьової Г., Іванова В. – К. : ЦВП, АУП, 2017 – 196 с.
8. Медіаграмотність на уроках суспільних дисциплін: посібник для вчителя. / За ред. В. Іванова, О. Волошенюк, О. Мокрогуза – К. : Центр вільної преси, Академія української преси, 2016. – 201 с.
9. Медіаграмотність на уроках суспільних дисциплін: Посібник для вчителя / За ред. В. Іванова, О. Волошенюк, О.Мокрогуза – К.: Центр вільної преси, Академія української преси, 2016. – 201 с.
10. Медіаосвіта та медіаграмотність: підручник для студентів педагогічних коледжів / Ред.-упор. В. Ф. Іванов, О. В. Волошенюк; За науковою редакцією В. В. Різуна. – Київ: Центр Вільної Преси, 2014. – 431 с.
11. Зоря Ю.М., Степанова Н. М. Soft skills для розвитку дитини: емоційний інтелект, комунікація та медіаграмотність. Медіаальбом для наймолодших / Ю.М. Зоря, Н. М. Степанова/ За редакцією О. В. Волошенюк. Ілюст. А. О. Павленко – Київ: Академія української преси, Центр вільної преси, 2021. – 42 с.
12. Практична медіаосвіта: медіаграмотність в освітньому просторі : навч.-метод. посібник / уклад. : В. В. Байдик, О. В. Проніна; за заг. ред. В. В. Байдик. Лисичанськ, 2021. – 66 с.
13. Приходькіна Н.О.Медіаосвіта у шкільництві англomовних країн: монографія. – Київ; Тернопіль: Крок, 2020. – 412 с.

### Information resources

1. [www.medialiteracy.org.ua](http://www.medialiteracy.org.ua)
2. [mediaosvita.org.ua](http://mediaosvita.org.ua)
3. [osvita.mediasapiens.ua](http://osvita.mediasapiens.ua)
4. [www.aup.com.ua](http://www.aup.com.ua)
5. [www.mediakrytyka.info](http://www.mediakrytyka.info)

### Course evaluation

Students can receive a certain number of points for fully completed tasks:

Tools and tasks	Number of points
Practical tasks in Moodle	75
Free course "English for Media Literacy" on the Coursera platform, (get a certificate)	25
<b>Разом</b>	<b>100</b>

### Student Grading Scale

Sum of points for all learning activities	ECTS grade
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90-100	A
82-89	B
74-81	C
64-73	D
60-63	E
35-59	FX
0-34	F

### **Course Policy**

*Plagiarism and Academic Integrity:*

Students must adhere to the Academic Integrity Policy when completing assignments. Borrowings must be cited with appropriate references. Cheating is prohibited.

*Assignments and Classes:*

All assignments specified in the course programme must be completed on time and assessed in the manner specified above. Examination classes must be attended regularly. Missed classes (for whatever reason) must be made up no later than the last week of the current semester. In the case of a valid reason (illness, academic mobility, etc.), the deadlines may be extended with the written permission of the Dean.

Students may attend certain online courses related to the subjects of the discipline on online platforms. Upon submission of the course completion document, the student may be credited for certain course topics and awarded points for assignments.

*Classroom behaviour:*

Students must attend class on time, according to the current schedule, and comply with safety requirements.

During class, students

- do not eat or chew gum;
- do not leave the classroom without the teacher's permission;
- do not disrupt the teacher's teaching.

During the knowledge check, students

- are prepared according to the requirements of this course;
- rely only on their own knowledge (do not seek other sources of information or "help" from others).
- do not disturb others;
- fulfil all the requirements of the lecturers regarding knowledge control.