

GSP162 Contemporary Media Literacy

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

Media surrounds us, from the books we read, to the music we listen to, to the films we watch. It entertains, organises public opinion, and keeps us informed about the world around us. Technology, however, has changed the way we consume and interact with media. No longer are we passive audiences; we now have the power to create content, and at the touch of only a few buttons. To say that social media has enabled this is an understatement. Facebook, Instagram, TikTok, YouTube, the list goes on - they give billions the platforms to express themselves to the world, and for information to flow and be accessed seamlessly.

This has paved the way for several new dangers. We create echo chambers by only seeking out content that we agree with; we rely less on credible gatekeepers to provide information, and fake news has become a mainstay.

In GSP162 Contemporary Media Literacy, we will study the evolution of traditional media and the birth of social media, along with their strengths and pitfalls. We will also explore the emerging threat of fake news, and equip students with knowledge on how to identify fact from fiction. Beyond that, we look at how the advertising industry has had to rethink its strategies in response to the birth of digital media, and how companies are increasingly influencing the purchasing choices of consumers. Overall, this course will empower students with the skills to critically access, analyse, evaluate, and create media messages.

Topics:

- Concept of media literacy and its significance
- Traditional media versus digital media: Understand their merits and pitfalls
- Convergence and collaboration of traditional and new media
- The collision of media goals and audience interests
- News literacy: Separating fact from fiction
- Citizenship and news: Digital transformation of news media
- The rise of spin, misinformation and lies in social media
- Media representation and its effects on society
- Ethical issues in mass media and global communications debates
- Awareness of filter bubbles and echo chambers
- Conceptualising media as cultural forum in the era of social media
- Media ownership matters: Looking beyond the message

Textbooks:

GSP162 Study Guide
ISBN-13: SG-1976

Learning Outcome:

- Explain the role of media institutions and the influence of advertisers and the state
- Identify the conflicts between the goals of media and the interests of audience
- Discuss ethical and moral issues in mass media and global communication debates
- Illustrate the virality of digital media and the effects of misinformation and fake news
- Present the reasons for media representation and its impact on the audience
- Apply understanding of media's influence on culture and society to own media interaction

Assessment Strategies - Regular Semester (Evening Class):

| Components | Description | Weightage Allocation (%) |
|-------------------------------|---------------------------|---------------------------------|
| Overall Continuous Assessment | QUIZ 1 | 20 |
| | TUTOR-MARKED ASSIGNMENT 1 | 40 |
| | TUTOR-MARKED ASSIGNMENT 2 | 40 |
| Total | | 100 |

*The information listed is subject to review and change.