

English 3057: Media Literacy

TuTh 3:30-4:45 pm January 2016

Dr. Aixa L. Rodriguez

Want to learn how media create their messages?



Whose needs are served by the dominant mass media?

Do alternative media challenge the dominant culture? Do they reproduce it?

In this course you will learn the production techniques, language and ideological devices mass media use to attract different audiences and to influence how we see our world.



Pre-requisites: English 3056: Introduction to the Communication Process or English 3268 Writing for the Communication Media or permission from Director Dept. of English. Engl 3057 could be taken as part of your 12 credits in English or as a free elective, and is part of the Minor in Writing and Communication.