Experiential Learning

Using Peer Assessments.
COMM 380: Media Criticism

This course introduces principles of major contemporary modes of analysis for systematically interpreting visual and verbal forms of communication.

This course is designed to enable students to formulate their own philosophies on the role of mass media-making and popular culture through the careful analysis of key theories of communication, the meaning and interpretation of media-making and the institutions that shape our social, political, economic, cultural and social values in a contemporary society.
Course Objectives

Activities

Experience Media:
concerts, films, television shows, art galleries, etc.

Conduct Research

Develop Critical Analysis

Hone Writing Skills

• Describe and to define the media’s role in producing context for which it exists.
• Explain content messages using theories of media effects and its impact on its audience.
• Demonstrate and to deconstruct medium messages using critical theories such as ideology, genre theory, narrative analysis, semiotics, and content analysis.
• Explain how media representation of race, gender and culture are shaped.
• Explain, to categorize, and to develop his or her own philosophy of the role of mass communication in a free society.
• Conduct research on various topics and media and to incorporate their findings into their analysis.
Re-thinking Instructional Design for Distance Education
(Kolb’s Learning Styles Model)

Experiencing (Concrete Experience)

Applying (Active experimentation)

Reflecting (Reflective observation)

Thinking (Abstract conceptualization)

Art Exhibits, Live Performance, Movies and TV

Discussions and Readings

Videos: How to?

Publication

Concrete Experience

Feeling

Converging (think & do)
PRAGMATISTS

Active Experimentation
DOING

Reflective Observation
WATCHING

Assimilating (think & watch)
THEORISTS

Diverging (feel & watch)
REFLECTORS

Accommodating (feel & do)
ACTIVISTS

Abstract Conceptualisation
THINKING

Peer Review

http://www.brainboxx.co.uk/a3_aspects/pages/kolbcycle.htm
Enrollments
(Face-to-Face to Redesigned for Distance Education)

F2F Enrollments
Summer 2010: Cancelled
Summer 2011: 9
Summer 2012: Cancelled
Summer 2013: 10

Online Enrollments
Summer 2014: 36
Fall 2014 – 001: 31
Fall 2015 – 002: 25
Summer 2015: 39
Fall 2015: 42
Assessing Student Learning

Challenges
- Delivery of Content
- Mastery of Subject
- Classroom Participation
- Quality of Written Work
- Presentation of Work

Opportunities
- Online Resources
- Creation of Materials
- Student Engagement
- Peer Review
- Online Publication
Delivery of Content and Mastery of Subject

Online Resources

- YouTube
- PopMatters
- GMU Libraries
  - Communication & Mass Media Complete
  - Film & Television Literature Index
  - Paley Center Seminars
  - International Index to Music Periodicals
  - Streaming Media Databases
  - Lynda.com

Creation of Materials

- Original Lectures/Presentations
Student Engagement

Padlet
Please pick one song that represents your life as a whole and a second one that gives a more recent picture of yourself or you at this moment.

Suggest a title for a "movie of your life" followed by an explanation of why you chose that title.

(Media Representation of Yourself)
The song that relates to my life today is “I hope you dance” by Lee Ann Womack. My daughter is currently taking ballet classes so this song particularly fits with my life. This song also talks about not giving up when things look too challenging. Each day I wake up with the intention to better my daughter’s life, either it be working so then can pay for her softball league or studying so then I can graduate and have a better job. I want to encourage her to always keep pushing and fighting for her goals, just like I have been doing.
A song that would represent my life right now is actually quite sad, but very current. The song would be "Not the Only One" by Sam Smith. It's very sad for me to admit this, but as happy as I am in my relationship, I am aware that my other half is quite the flirt. This song brings me to tears at times, because I never know if my other half is being faithful, but I know that he has other women who he completely only addresses by pet names. The lyrics are amazing and heart-breaking, but I always feel goosebumps when I hear it and relate to it too much.