

# DC 105 - DIGITAL MEDIA LITERACIES CURRICULUM

## INTRODUCTION TO DIGITAL MEDIA LITERACY

### WEEK ONE

#### **What is Media Literacy? Why is it Important?**

##### **Audience - The Individual**

(How we process media; What media do we consume and how does it reflect our personal goals?; How do media programmers filter the media for us?)

### WEEK TWO

##### **Audience - Niche Messaging**

(Audience segmentation, Big Data Tactics, Vulnerable Audiences such as children, elderly, teens, uninformed, etc.)

##### **Media as an Industry**

(The impact of digitization on every major media industry including radio, tv, newspapers and magazines. Evolution of marketing tactics.)

##### **Economics of Media**

(The main players in media and the money cycle. Media industry strategies vs. consumer strategies.)

## MAJOR MEDIA INDUSTRIES

### WEEK THREE

##### **Movie/Film Industry**

(Evolution of Hollywood due to Hulu / NetFlix / Amazon / YouTube / Vimeo)

How has media digitization impacted the film industry? How has it impacted what content is being selected for films? How does YouTube and being able to make a movie on an i-phone change the game?

##### **Entertainment Industry - (Actors, Reality T.V. Musicians)**

Consider the explosion of celebrity gossip shows, reality T.V., and the relatively new presence of celebrities on social media channels. How has the digitization of media changed the game for entertainers? How has it changed the way that the audience interacts with them?

What are some of the implications of celebrity obsessions to self and society? (Use examples like the Wendy Williams, E!, the Kardashians, Celebrity shows, Reality T.V., Musicians, MTV Awards and VMA's)

## **WEEK FOUR**

### **News & Politics**

(YouTube, Streaming News, Comedic News (Stewart, Colbert, John Oliver, etc.), Major Networks - CNN, FOX, ABC, NBC, Independent News Sources)

How has the digitization of news and politics, particularly knowing what is happening in real-time, changed the game for this industry? How has social media revolutionized the campaign trail? Do debates on threads and forums help unite or divide us?

### **Advertising & Marketing Industry**

Evolution of marketing from the traditional tv commercial format (big impact in as few seconds as possible) to social media (building community and loyalty).

Strategies of product marketers using [emotional triggers](#). [Example](#)

Strategies of digital marketers using engagement & building loyalty through entertainment, incentives, fantasy, etc.

## **WEEK FIVE**

### **Gaming Industry**

(Most popular video games, genres of video games)

How has the video gaming industry evolved in the last two decades? What is the impact, both good and bad, of virtual reality gaming and MMORPGs on self and society? Why do people get addicted? (ex. social skills, cognitive development, violence?)

### **Sports Industry**

How has the sports industry changed since the digitization of sporting events? How has exposure to sports all across the globe due to streaming video impacting the industry? What is social media's role in sports and how do you see that evolving?

## **WEEK SIX**

## **MID TERM**

## **IMPACT OF DIGITAL MEDIA PLATFORMS**

**Facebook** (evolution / status / pros and cons / how it affecting us / how marketers are using it, case studies)

**Instagram, SnapChat, Vine** (why people love it, how it impacts ways of communicating, it's positive and negative implications, how marketers are using it?)

Discuss the impact, both good and bad, of today's hottest social media apps amongst teens and young adults (Twitter, Instagram, SnapChat, and Vine) on the individual and the group.  
(ex. bullying, self esteem, social pressures, academic achievement?)

## **WEEK SEVEN**

**Twitter, Periscope, Etc.** (type of user, culture of the platform, potential of Periscope, how it might push forward new technologies / cell phone)

**Google, YouTube, Google Glass,** (Search engines / cataloguing content, personalized search returns, YouTube, consequences of automated filtering systems...future of automated filtering systems) Reddits / Tumblr / E-Blogger / Wordpress / Yahoo

## **WEEK EIGHT**

### **THE FUTURE OF DIGITAL MEDIA**

#### **Piracy & Privacy**

**The Industry of Big Data** (collecting info about you / ethical questions? privacy? potential outcomes) **AND “The Dark Net” and “The Deep Web”** (pros and cons of uncensored and unregulated media... extramarital affairs, child pornography, terrorist groups, e-bay VS a place of free expression for those who would otherwise be politically persecuted.)

## **WEEK NINE**

#### **Future Technology**

Robotics, Artificial Intelligence, Virtual Reality, CRSPR

#### **Digital Media ReCap**

Referencing chapter 12, how will you help yourself and others to increase media literacy?

## **WEEK TEN**

#### **Final Presentations**