

## English Planned Course – Media Literacy

### Text & Resource List

- Media Literacy: Thinking Critically about Visual Culture (Paxson 2005)
- Media Literacy: Thinking Critically about Sex in the Media (Paxson 2005)
- Media Literacy: Thinking Critically about Newspapers and Magazines (Paxson 2005)
- Media Literacy: Thinking Critically about the Internet (Paxson 2005)
- Media Literacy: Thinking Critically about Television (Paxson 2005)
- Media Literacy: Thinking Critically about Music and Media (Paxson 2005)
- Media Literacy: Thinking Critically about Advertising (Paxson 2005)
- Branded: The Buying and Selling of Teenagers (Quart 2003)
- Media Matters (Southwestern)

### Videos:

- Violence in the Media with Mike Wallace
- Supermarket Persuasion
- Fact or Fiction; Misleading Statistics
- Who's Raising your Child?
- Tough Guise
- Propaganda and Critical Thinking
- How Tobacco and Alcohol Hook Them
- Just Do Media Literacy
- Media Alert
- Reversing Addiction
- Understanding Media
- Visual Messages
- Empire of the Air
- The Fourth Estate
- It Makes Good Cents
- Why You Buy
- Media Interrupted
- Killing Us Softly
- The Persuaders
- Why Ads Work
- Brand Marketing
- Positioning: How Advertising Shapes Perception
- Packaging: The Science of Invisible Persuaders
- Temptation
- Psycho-Sell: Advertising and Persuasion
- Invasion from Mars radio transcript
- A & E's Top Ten Commercials
- Pay It Forward (2000)

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- The Emperor's Club (2002)
- Online resources via the library website
- Various daily newspapers
- Various periodicals
- Various video clips from current television
- Various audio clips from current radio