Social Media 1 teaches students how to build the critical thinking, writing, and reading skills required in a media-rich and increasingly techno-centric world. In a world saturated with media messages, digital environments, and social networking, concepts of literacy must expand to include all forms of media. Today's students need to be able to read, comprehend, analyze, and respond to non-traditional media with the same skill level they engage with traditional print sources.

A major topic in Social Media 1 is non-traditional media reading skills, including how to approach, analyze, and respond to advertisements, blogs, websites, social media, news media, and wikis. Students also engage in a variety of writing activities in non-traditional media genres, such as blogging and podcast scripting.

Students consider their own positions as consumers of media and explore ways to use non-traditional media to become more active and thoughtful citizens. Students learn how to ask critical questions about the intended audience and underlying purpose of media messages, and study factors which can contribute to bias and affect credibility.

This course is built to state standards and informed by The National Association for Media Literacy Education's Core Principles of Media Literacy Education.

Length: One Semester

Unit 1: What Is a Networked World?

- Media and the Networked World
- How Did We Get Here?
- Blogs and Comments in the Networked World
- How Do You Network?
- Wrap-Up: What Is a Networked World?

Unit 2: How Do You Read in a Networked World?

- Shared Words and Knowledge in a Networked World
- The News Behind the News
- Click Here Now! Reading Advertisements
- New Ways to Read in a Networked World
- Wrap-Up: How Do You Read in a Networked World?

Unit 3: Who Are You in a Networked World?

- Social Media
- Privacy and Publicity
- Consumer Identity
- Global Identity
- Wrap-Up: Who Are You in a Networked World?

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Unit 4: What Do You Create in a Networked World? Part 1

- The Craft of Writing in the 21st Century
- Journalism in a Networked World
- Creative Writing in the Networked World
- Audience in the Networked World
- Wrap-Up: What Do You Create in a Networked World? Part 1

Unit 5: What Do You Create in a Networked World? Part 2

- Can You Hear Me? Exploring Sound in a Networked World
- Visual Media and Creative Action in a Networked World
- Connecting to the People
- The Future and the Networked World
- Wrap-Up: What Do You Create in a Networked World? Part 2

Unit 6: Wrap-Up

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