

# Media Literacy and Social Media

## Disclaimer

Always check Blackboard and your email for all official communication.  
This is not an official communication and only serves as a reminder.

## Contact

Contact me with any questions you have or if you need assurance. My email is on the Blackboard website.

Wiggins

— English —

# Why?

You must analyze media before creating it. You must be media literate before you can critically analyze media. You must accept the importance of media literacy before becoming media literate.

## What you should do this week

### Research

You are expected to research each term or phrase and write down your findings and draw any models. This written preparation is required for class participation. Citations are required. A simple definition does not suffice as research. Consider asking yourself questions about the topic.

\*\*Use this research to complete the rest of your Mbongi.

### Read & Annotate

The Willie Lynch Letter

- Annotate this document. Make comments on the side. Underline words you don't know. Write out your emotions or thoughts on the side of the margins.

# Mbongi

## Research all of the following:

- Nea Onnim
- Present Bias (this is a logical fallacy)
- Appeal to Ethos (emotion) as a logical fallacy
- Attention Economy
- Dr. Dakotah Tyler
- Blender software
- Classical Conditioning and Pavlov Dog
- Media Literacy
- Anti-Intellectualism
- Ethos, Pathos, Logos, **Kairos, and Topos**
- Logical Fallacies
- NAMLE Key Questions for Media Literacy
- Write a paragraph on why do you think these were the terms assigned to you. Also explain why these items align with the topic. Explain this by detailing how it relates to your own life. Do not be generic.

**Note: Students who do not bring their written research to class will not be able to participate.**

\*\*\*APA citations are always required. Use an in-text citation and include a reference list for EVERY assignment. Use a separate sheet of paper if the assignment does not have a designated space for your research or a reference list.

### Remember

**A simple definition is not research but is required.**

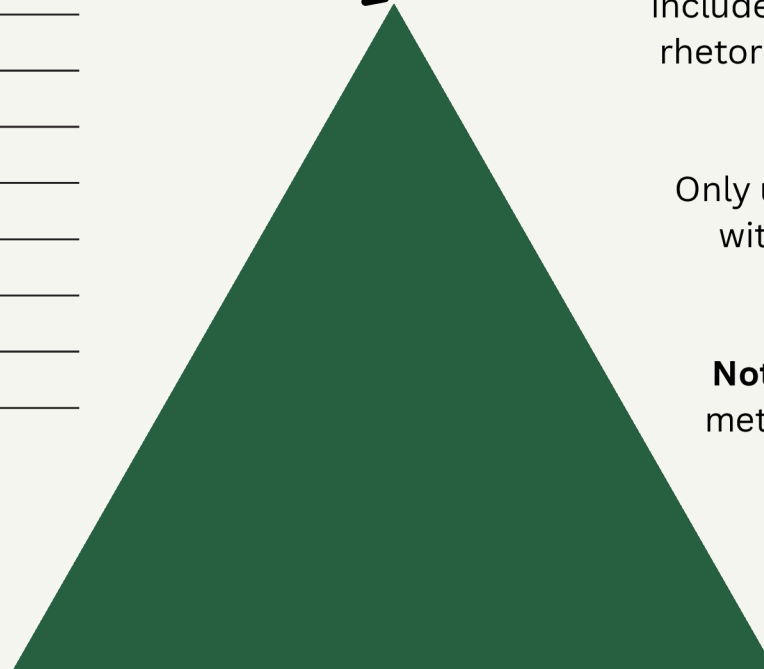
# Social Media

Label each of the 3 primary rhetorical appeals.

What elements or strategies could be included in a communication to address each rhetorical appeal? Make a list of these under each appeal.

Only use ***single*** words in your lists. Phrases with more than two words will not be counted.

**Note:** You may list a specific theory or method that has more than two words.



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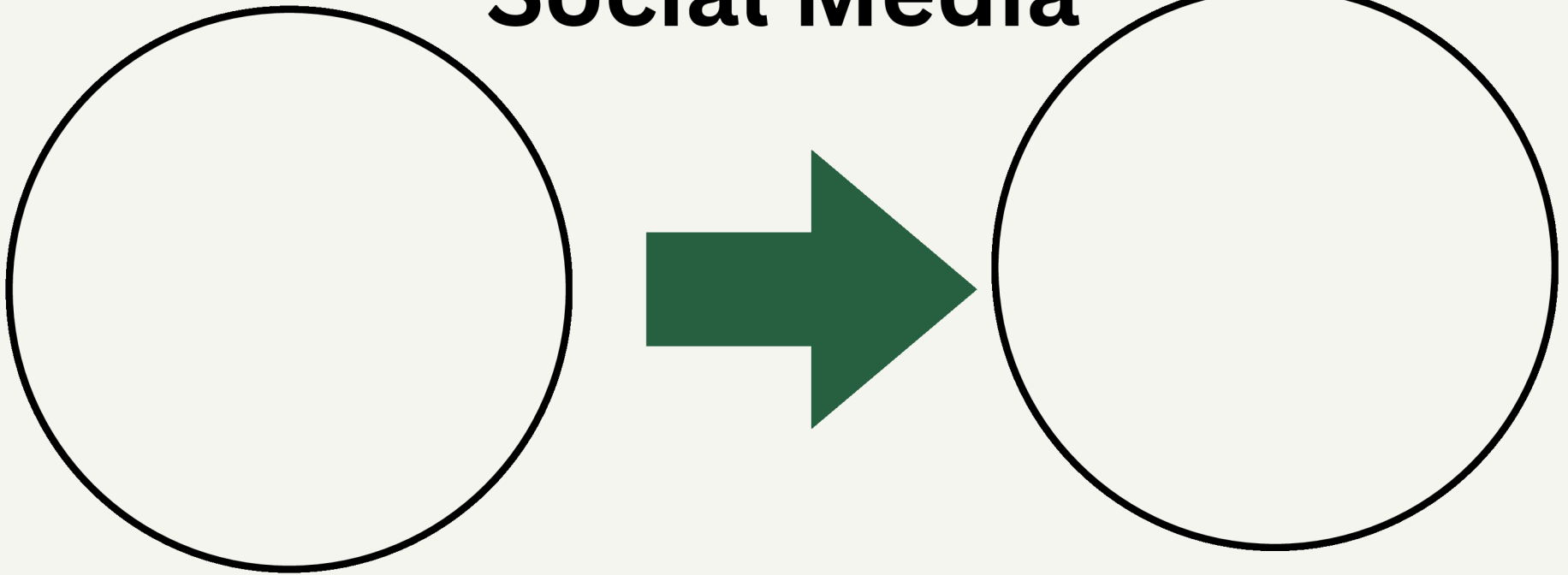
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# Social Media



## Instructions

- Label the communication model above.

**Note:** Use all of the following words in your labeling-- sender, receiver, message, noise, feedback, encoding, decoding.

- In the lines to the left, detail how this model is used with **social media**. As in who is the sender? Who is the receiver? How is the message sent and received? etc.

**Note:** You may use a specific example if that helps.

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