



English for Media Literacy

Facilitated Massive Open Online Course

Course Description: «English for Media Literacy» is an 8-week self-paced online course with regularly scheduled online sessions with a course facilitator - a professional English language instructor. The course, developed by the U.S. Department of State and the University of Pennsylvania, is designed for non-native English speakers who are interested in improving language skills and knowledge of the media at the same time. This course provides the opportunity to develop a broader understanding of the role media plays in our lives while building the vocabulary and language skills needed to analyze what we read and watch.

Course Objectives: At the end of this course, participants will be able to analyze media messages, evaluate positive and negative aspects of social media, identify marketing strategies in use, recognize bias in the media, and analyze diversity representation in mass media.

Course Content: The first unit in this course will provide an introduction to media literacy and an opportunity to evaluate your own media literacy level. In unit 2, you will learn how to identify facts versus opinions in the media. The next unit in the course will focus on the differences between social media and traditional media, while unit 4 will look at how gender and identity are covered in the media. In the final unit of the course, you will demonstrate your increased media literacy by through a culminating final project on social media.

Course Dates: July 14 – September 1, 2020

Ideal Candidates: The participants should meet the following criteria:

- Are citizens and residents of Belarus
- Have an intermediate - upper-intermediate English language level (this is NOT a course for beginners)
- Are willing to commit to spending up to 6-8 hours per week over an 8-week period of the course
- Are willing to participate in online individual and group sessions facilitated by a local English language instructor

Application Process: Please fill in the form <https://bit.ly/2YDdQxW> by **July 9, 2020**.

Course Completion: Participants who successfully complete the course will receive a “statement of accomplishment” from the University of Pennsylvania and a certificate of completion signed by Press Club Belarus and the U.S. Embassy Minsk.