

A woman with long brown hair is wearing large white headphones and a black leather jacket. She is looking slightly to the right. The background is a large American flag. The text 'COURSERA' is overlaid in the center in a large, bold, black serif font.

COURSERA

English for Media Literacy

Outline

- About the Course
- Sign up for Coursera
- Enroll the Course: English for Media Literacy
- Syllabus
- Start the Course (Week 1 is used as an example)

About the Course

- A 5-week course created by University of Pennsylvania in conjunction with U.S. Department of State
- For non-native English speakers interested in learning media literacy
- Explore different types of mass media
- Discuss and analyze media messages
- Build the vocabulary

The Course Is Taught by...

- Advising Specialist—
Lauren Fiori:
- Language Specialist—
Ian Nicholas:



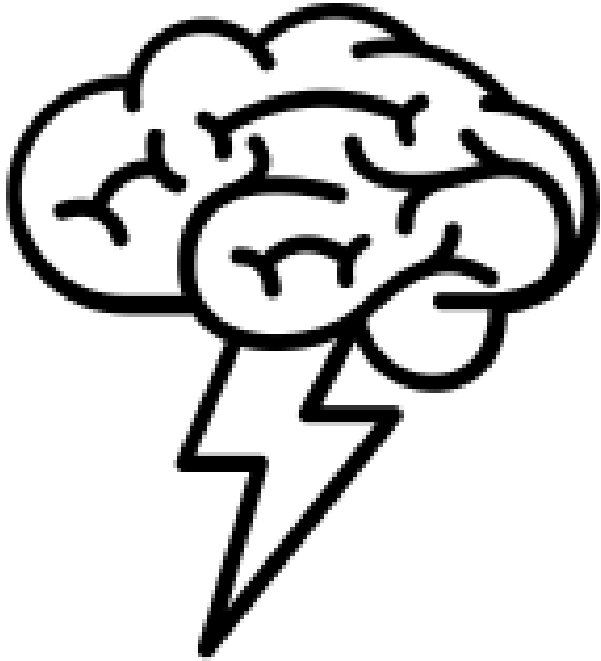
<https://sites.sju.edu/thesuccesscenter/about/staff/>



<https://www.elp.upenn.edu/faculty/ian-nichols>

Syllabus

- Unit 1: Introduction to Media Literacy
- Unit 2: Types of Media: Traditional vs. Social
- Unit 3: Advertising
- Unit 4: Bias in the Media
- Unit 5: Diversity and the Media

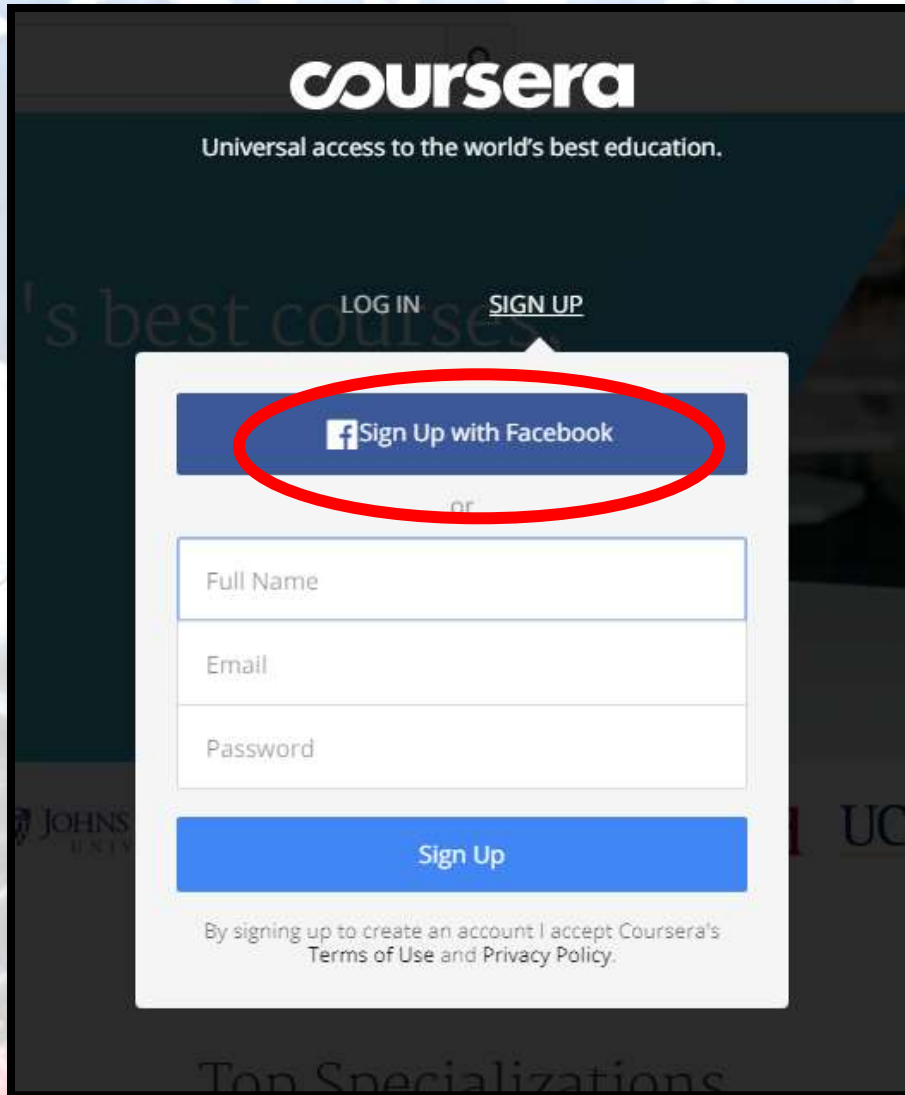


Sign up for Coursera

Sign up for Coursera


The image shows a screenshot of the Coursera website homepage. At the top left is the Coursera logo. To its right is a search bar with the text 'Catalog' and 'Search catalog'. Further right are links for 'For Enterprise', 'Log In', and 'Sign Up'. The 'Log In' and 'Sign Up' buttons are circled in red. Below the navigation is a large teal banner with the text 'Take the world's best courses, online.' and a blue 'Join for free' button. To the right of the banner is a photo of a woman looking at a laptop. Below the banner is a row of university logos: ILLINOIS, Penn, JOHNS HOPKINS UNIVERSITY, UNIVERSITY OF MICHIGAN, Stanford, UC San Diego, and Duke. A 'See All' button is to the right of these logos. Below that is a section titled 'Top Specializations' with a 'See All' button. At the bottom are five small thumbnail images representing different specializations.

Sign up for Coursera



coursera
Universal access to the world's best education.

[LOG IN](#) [SIGN UP](#)

 Sign Up with Facebook

or

Full Name

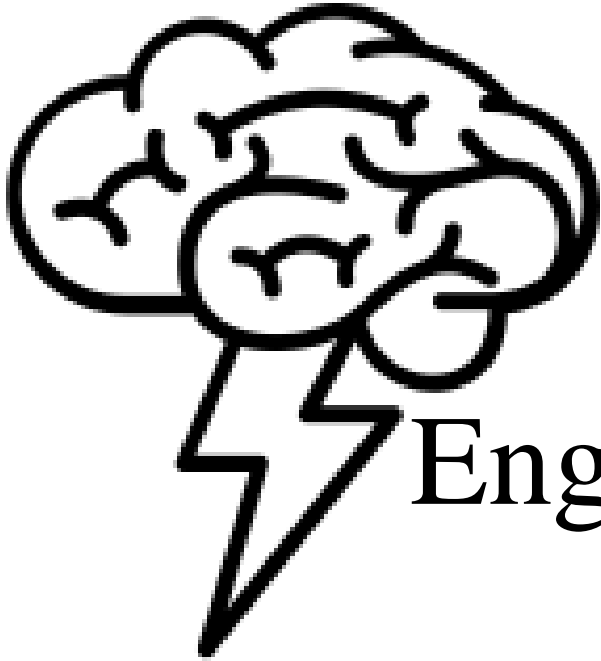
Email

Password

Sign Up

By signing up to create an account I accept Coursera's Terms of Use and Privacy Policy.

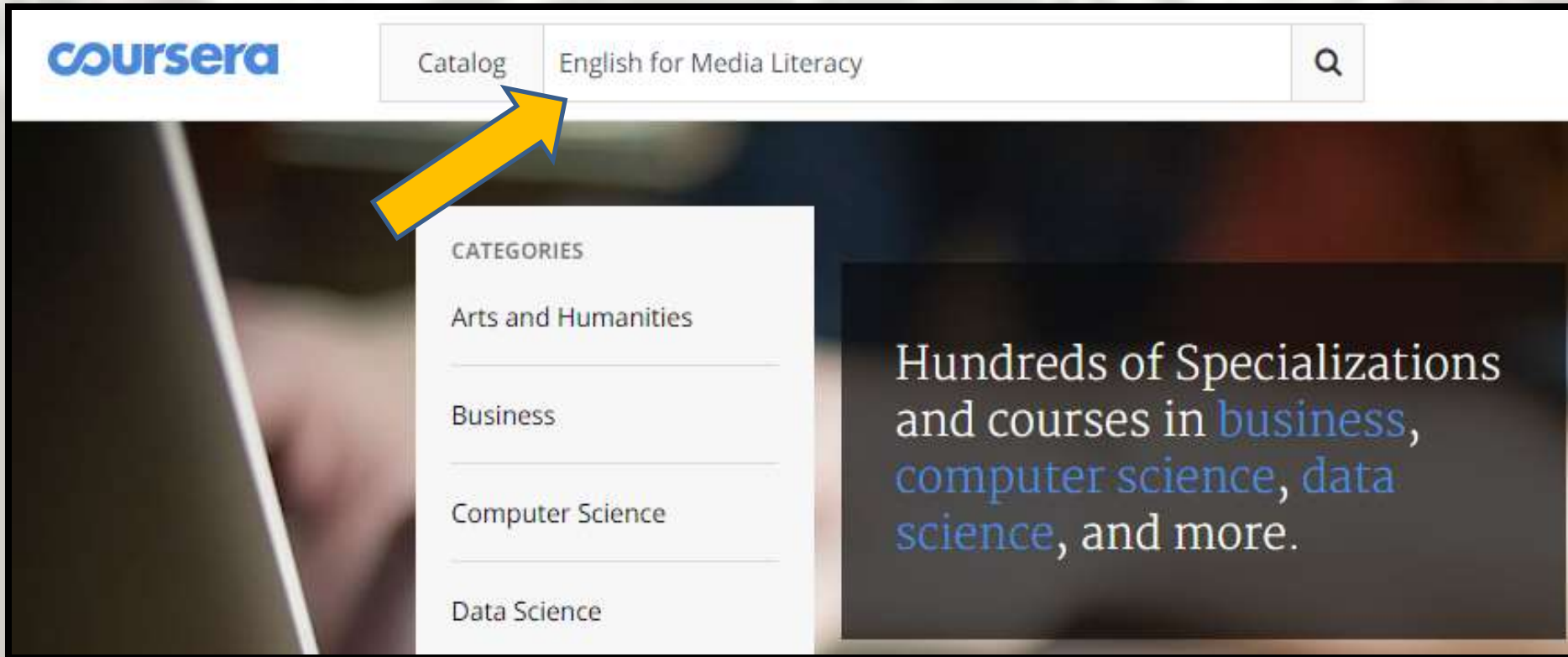
- You may use personal digital devices (laptop and cell phone) to sign up.
- In addition to signing up with Facebook, you can also sign up with your e-mail.



Enroll the Course:
English for Media Literacy

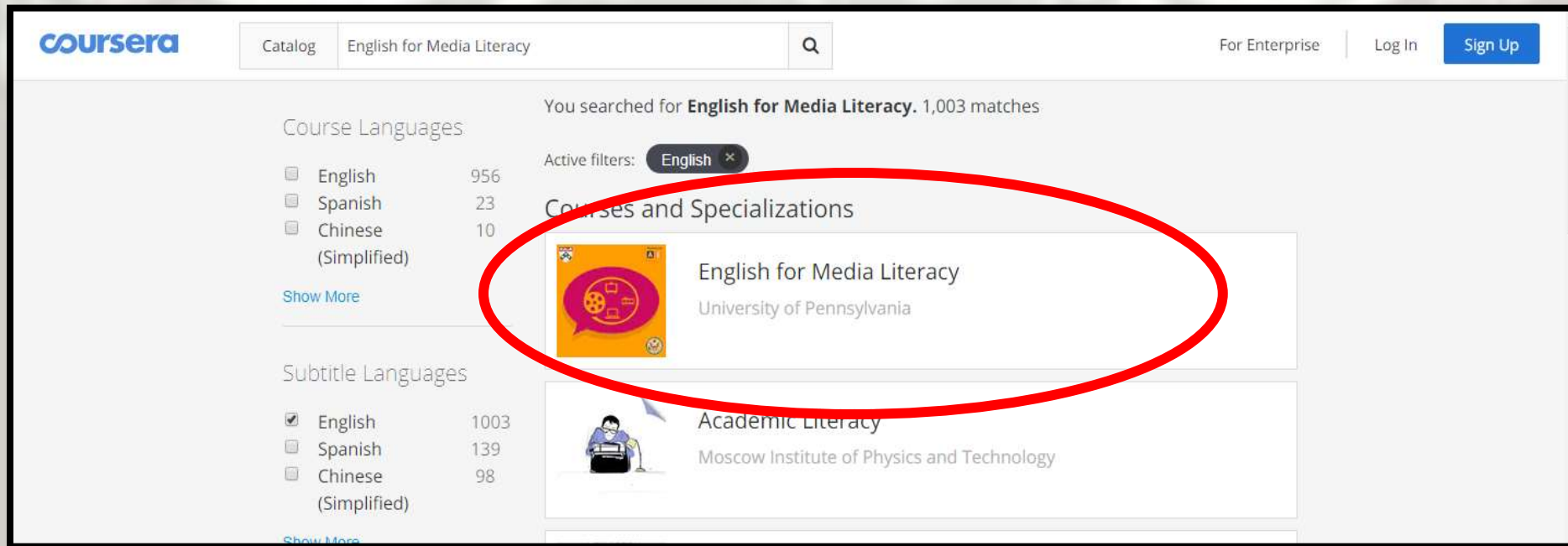
Enroll the Course: English for Media Literacy

- Step 1: Search for the Course > Type “English for Media Literacy”



Enroll the Course: English for Media Literacy

- Step 2: Choose “English for Media Literacy”



The screenshot shows the Coursera search results page. The search bar at the top contains the text "English for Media Literacy". Below the search bar, the text "You searched for English for Media Literacy. 1,003 matches" is displayed. On the left side, there are two filter sections: "Course Languages" and "Subtitle Languages". The "Course Languages" section has three options: English (956), Spanish (23), and Chinese (Simplified) (10). The "Subtitle Languages" section has three options: English (1003), Spanish (139), and Chinese (Simplified) (98). In the center, there is a section titled "Courses and Specializations". The first course listed is "English for Media Literacy" by the University of Pennsylvania, which is circled in red. The second course listed is "Academic Literacy" by the Moscow Institute of Physics and Technology.

Course Languages

<input checked="" type="checkbox"/> English	956
<input type="checkbox"/> Spanish	23
<input type="checkbox"/> Chinese (Simplified)	10



[Show More](#)

Subtitle Languages

<input checked="" type="checkbox"/> English	1003
<input type="checkbox"/> Spanish	139
<input type="checkbox"/> Chinese (Simplified)	98

[Show More](#)

Courses and Specializations

-  English for Media Literacy
University of Pennsylvania
-  Academic Literacy
Moscow Institute of Physics and Technology

Enroll the Course

- Step 3: Click “Enroll” (註冊)

coursera

Catalog

Search catalog



For Enterprise

Overview

Syllabus

FAQs

Creators

Ratings and Reviews

English for
Media Literacy

Enroll

Starts Oct 16

Financial Aid is available for learners who cannot afford the fee.
[Learn more and apply.](#)

Home > Language Learning > Learning English

English for Media Literacy

About this course: Welcome to English for Media Literacy, a course created by the University of Pennsylvania, and funded by the U.S. Department of State Bureau of Educational and Cultural Affairs, Office of English Language Programs.

▼ More

Created by: University of Pennsylvania



Taught by: [Lauren Fiori](#), Advising Specialist
English Lan

Enroll the Course

- Step 4: Access the Free Course Options:
Choose “Full Course, No Certificate”

The screenshot shows the Coursera website interface. At the top, the Coursera logo is on the left, and 'For Enterprise' is on the right. Below the logo is a 'Catalog' tab and a search bar. The main content area is titled 'English for Media Literacy' and includes a navigation menu on the left with options like 'Overview', 'Syllabus', 'FAQs', 'Creators', 'Ratings and Reviews', and 'Enroll'. A large yellow arrow points to the 'Enroll' button. The enrollment modal is open, showing two options: 'Purchase Course · \$49 USD' (unselected) and 'Full Course, No Certificate' (selected). The 'Full Course, No Certificate' option includes the text 'You will still have access to all course materials for this course.' and a 'Continue' button.

Course title: English for Media Literacy

Options:

- Purchase Course · \$49 USD
Commit to earning a Certificate—it's a trusted, shareable way to showcase your new skills.
- Full Course, No Certificate
You will still have access to all course materials for this course.

Buttons: Enroll, Continue

Enroll the Course

- Step 4: Access the Free Course Options:
Choose “Full Course, No Certificate”

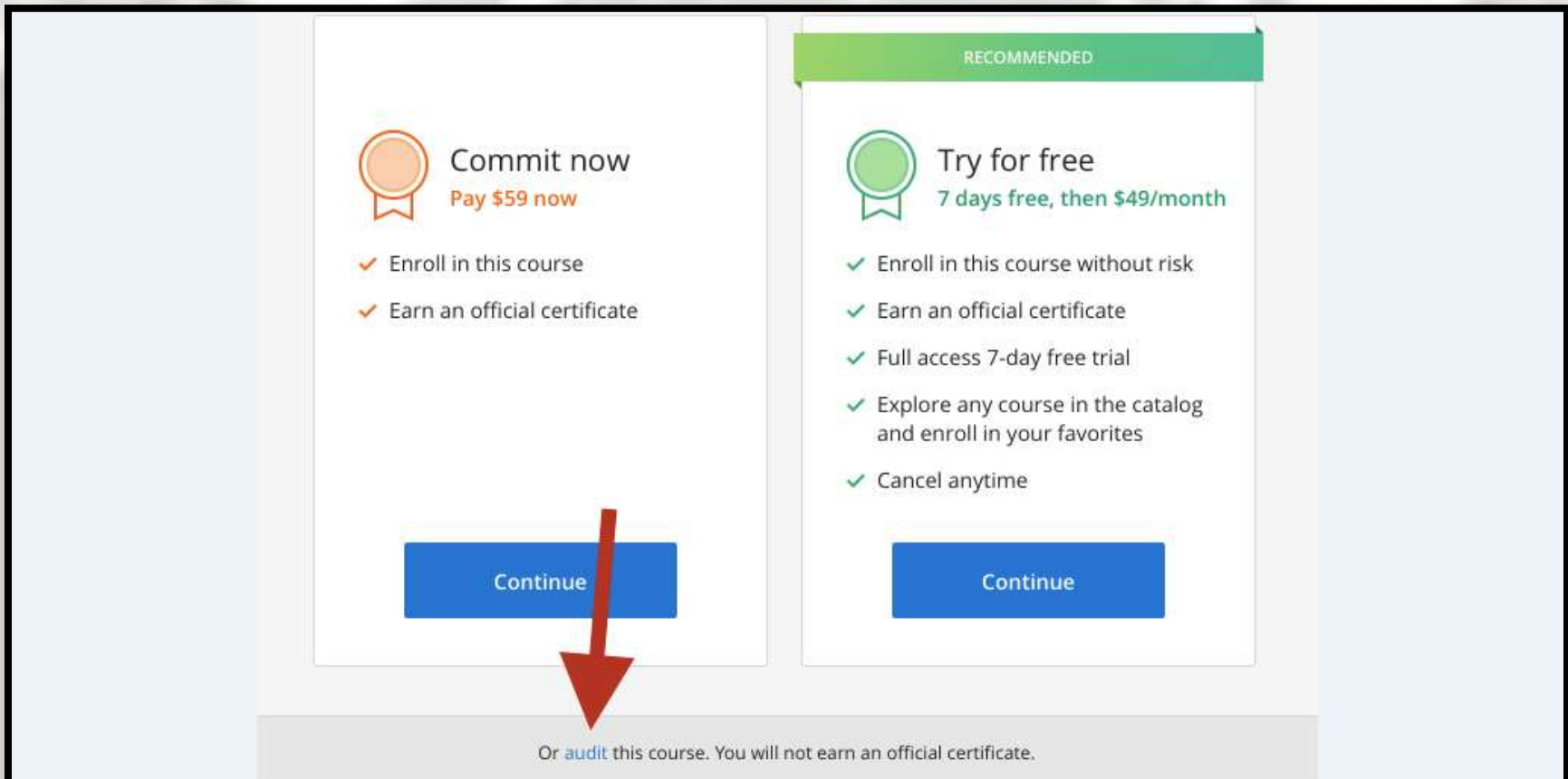
- Enroll in this course only · One-time fee of \$49
 You'll earn an official Certificate—it's a trusted, sharable way to showcase your new skills on LinkedIn.
- Enroll in any course on Coursera · Free for 7 days, then \$49 per month
 Enroll in this course, or any other course if this one is not right for you. Earn official Certificates for each course you complete. Cancel anytime.
- Full Course, No Certificate
You will still have access to all course materials for this course.



Continue


Enroll the Course

- Step 4: Access the Free Course Options:
Choose “Audit”




The screenshot displays two enrollment options side-by-side. The left option is 'Commit now' with a price of '\$59 now'. The right option is 'Try for free' with a '7 days free, then \$49/month' trial. A red arrow points from the 'Continue' button of the 'Commit now' option down to the 'Or audit this course' text at the bottom.

RECOMMENDED

 **Commit now**
Pay \$59 now

- ✓ Enroll in this course
- ✓ Earn an official certificate

[Continue](#)

 **Try for free**
7 days free, then \$49/month

- ✓ Enroll in this course without risk
- ✓ Earn an official certificate
- ✓ Full access 7-day free trial
- ✓ Explore any course in the catalog and enroll in your favorites
- ✓ Cancel anytime

[Continue](#)

Or **audit** this course. You will not earn an official certificate.

Enroll the Course

- Enter the course page

The screenshot displays the Coursera interface for the course 'English for Media Literacy' by the University of Pennsylvania. The top navigation bar includes the Coursera logo, 'For Enterprise', and a user profile icon. The left sidebar contains 'Course Info' and 'Preview Course' sections, with the latter listing 'Week 1' through 'Week 5'. The main content area features the course title and university affiliation. A welcome message from the instructor is shown, followed by a progress bar indicating the course schedule from 'START 10/16' to 'WEEK 4'. The progress bar shows that the first week is completed, and the second week is currently active. Below the progress bar, the details for 'WEEK 1' are shown, including the title 'Reading: Overview of the Unit', a duration of '10 min', and a 'Start' button.

course For Enterprise | CH

English for Media Literacy

by University of Pennsylvania

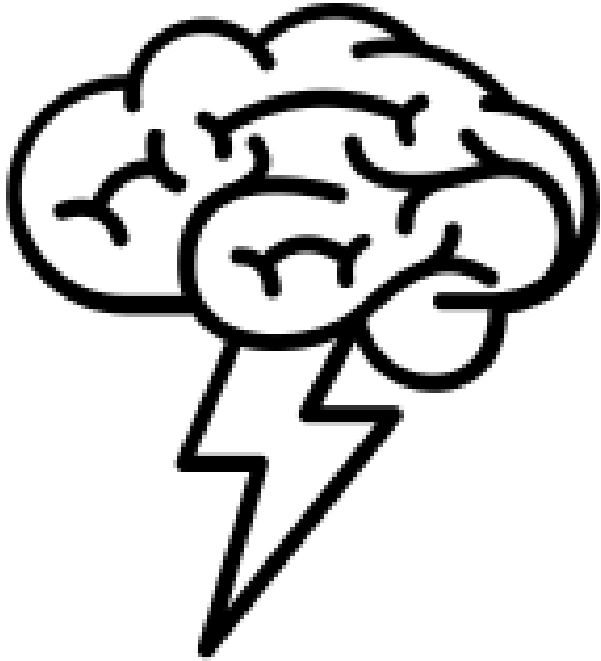
Welcome to English for Media Literacy! You're joining thousands of learners currently enrolled in the course. I'm excited to have you in the

▼ More

START 10/16 WEEK 1 WEEK 2 WEEK 3 WEEK 4

WEEK 1 **Reading: Overview of the Unit**
It'll take about 10 min. After you're done, continue on and try finishing the week ahead of schedule.

10 min [Start](#)



Syllabus

Unit 1: Introduction to Media Literacy

You will learn:

- ✓ What media literacy means
- ✓ To improve media literacy skills

This unit includes:

11 videos, 8 readings, 7 practice quizzes

(Estimated time: 4h 5m)

Unit 2: Types of Media: Traditional vs. Social

You will learn:

- ✓ The differences between traditional and social media
- ✓ To compare traditional and social media with the knowledge of language necessary

This unit includes:

11 videos, 8 readings, 8 practice quizzes

(Estimated time: 6h 25m)

Unit 3: Advertising

You will learn:

✓ Marketing strategies applied by advertisers

This unit includes:

13 videos, 9 readings, 6 practice quizzes

(Estimated time: 6h 1m)

Unit 4: Bias in the Media

We will discuss:

- ✓ What media bias means
- ✓ Several common types of bias

This unit includes:

12 videos, 9 readings, 7 practice quizzes

(Estimated time: 6h 11m)

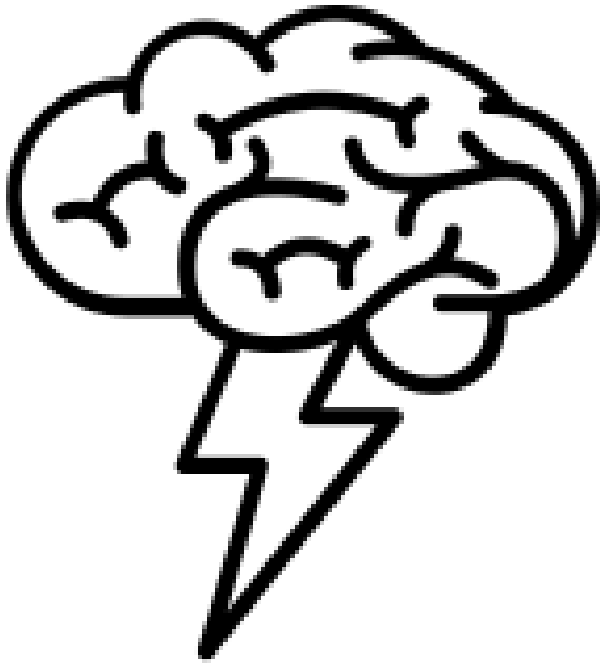
Unit 5: Diversity and the Media

You will learn the significance of involving people from different races, genders and cultures in mainstream media.

This unit includes:

11 videos, 10 readings, 6 practice quizzes

(Estimated time: 6h 25m)



Start the Course

Start the Course

(Week 1 is used as an example)

Go to the homepage
and check the
schedule for week 1
before clicking
“Start”



English for Media Literacy
by University of Pennsylvania

Welcome to English for Media Literacy! You're joining thousands of learners currently enrolled in the course. I'm excited to have you in the

▼ More

START 10/16 WEEK 1 WEEK 2 WEEK 3 WEEK 4

WEEK 1 **Reading: Overview of the Unit**
It'll take about 10 min. After you're done, continue on and try finishing the week ahead of schedule.
10 min [Start](#)


WEEK 1 Estimated time: 4h 5m

Unit 1: Introduction to Media Literacy

	REQUIRED	GRADE	DUE
Videos	46 min left		
Readings	1h 20m left		
Practice Exercises	1h 6m left		
Other	5 min left		
	★ Quiz		Oct 22
	Check Your Understanding: William Cow...		
	10 min		
	★ Quiz		Oct 22
	Assessment 1: Self-Assessment of Medi...		
	20 min		
	★ Quiz		Oct 22
	Check Your Understanding: "Can you Se...		
	8 min		
	★ Quiz		Oct 22
	Check Your Understanding: "Debate over...		
	10 min		

Start the Course

(Week 1 is used as an example)

WEEK 1 Estimated time: 4h 5m 





Unit 1: Introduction to Media Literacy

Videos 46 min left

Readings 1h 20m left

Practice Exercises 1h 6m left

Other 5 min left

REQUIRED	GRADE	DUE
 Quiz Check Your Understanding: William Cow... 10 min		Oct 22
 Quiz Assessment 1: Self-Assessment of Medi... 20 min		Oct 22
 Quiz Check Your Understanding: "Can you Se... 8 min		Oct 22
 Quiz Check Your Understanding: "Debate over... 10 min		Oct 22

Online materials (線上教材)
&
Estimated time (預估完成時間)

Required Quizzes
(課堂小考)

Due Date: Oct 22
(截止日期10/22)

Start the Course (Week 1 is used as an example)

- After reading through the schedule, click “Start”

The screenshot displays the Coursera interface for the course 'English for Media Literacy' by the University of Pennsylvania. The course is currently in progress, as indicated by the green dot on the 'START 10/16' marker. The schedule shows the following progress:

- START 10/16: Completed (green dot)
- WEEK 1: 3 stars, indicating completion.
- WEEK 2: 1 star and a lock icon, indicating partial completion.
- WEEK 3: 3 stars, indicating completion.
- WEEK 4: 1 star and a lock icon, indicating partial completion.

The 'WEEK 1' section is expanded, showing the first unit: 'Reading: Overview of the Unit'. The unit description states: 'It'll take about 10 min. After you're done, continue on and try finishing t'. A yellow arrow points to the 'Start' button, which is the action to be taken to begin the course.

Start the Course (Week 1 is used as an example)

- You will have an idea of what you are going to learn later from “Introduction” by skimming through “Overview” and “Objectives”

The screenshot shows a course interface with a left sidebar and a main content area. The sidebar has a section titled "Introduction" circled in orange. Below it, there is a list of items: "Overview of the Unit" (10 min), "Course Overview: Introduction to Media Literacy" (3 min), and "Course Overview: Topics, Assessments, Games & Activities" (6 min). The main content area has a section titled "Overview" circled in orange, followed by a paragraph of text. Below the text is a section titled "Learning Objectives" circled in orange, followed by a list of objectives. At the bottom right, there is a blue button labeled "Mark as completed" with a yellow arrow pointing to it from a box containing the text "Click 'Mark as completed'".

Introduction

- Overview of the Unit 10 min
- Course Overview: Introduction to Media Literacy 3 min
- Course Overview: Topics, Assessments, Games & Activities 6 min

Media in Today's World

Media Literacy

Bonus Additional Resources

Overview

Welcome to Unit 1 of the English for Media Literacy MOOC! Media has become an important part of our everyday lives and can be found everywhere from radio to social media. In this unit you will learn what media literacy means and how you can improve your own media literacy skills. Through selected readings, interviews, and video lectures, you will learn what questions to ask and how to analyze the messages you receive through the media each day. You will also learn and use vocabulary that will help you understand media literacy. This unit will end with a discussion board that analyzes how one of your friend or family members consumes and understands media.

Learning Objectives

By the end of this unit, you will:

- Become familiar with the course structure, different learning options, and overall course objectives
- Understand media literacy and its importance
- Analyze and interpret media messages through guided questions
- Preview a text
- Learn how to use skimming and scanning when you read
- Read for the main idea
- Define and accurately use content-related vocabulary in course activities and games
- Read, watch, and listen to a variety of texts and multimedia sources
- Demonstrate your understanding of these texts and key course ideas through comprehension check quizzes and a discussion board response

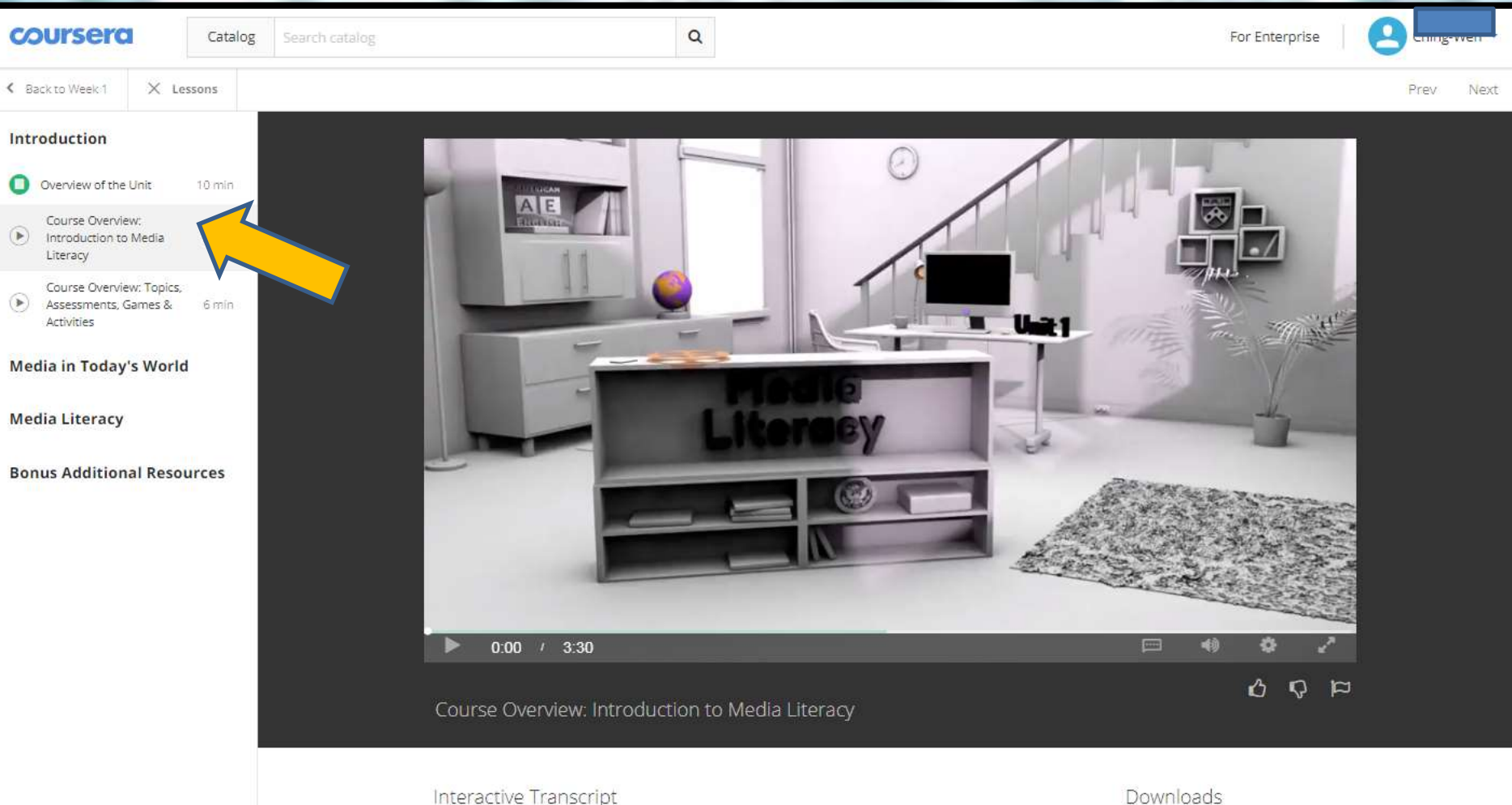
Click “Mark as completed”

Mark as completed

👍 🗨️ 🚩

Start the Course (Week 1 is used as an example)

- You may click the video of “Course Overview: Introduction to Media Literacy” from the left bar



The screenshot displays the Coursera course interface. At the top, the Coursera logo is on the left, and a search bar with the text "Catalog" and "Search catalog" is in the center. On the right, there is a "For Enterprise" link and a user profile icon labeled "Ching-wen". Below the search bar, there are navigation links: "Back to Week 1" and "Lessons". The main content area is a video player showing a 3D-rendered office scene with a desk, a computer, and a bookshelf. The video title is "Course Overview: Introduction to Media Literacy". The video player controls show a progress bar at 0:00 / 3:30. Below the video player, there are links for "Interactive Transcript" and "Downloads".

Introduction

- Overview of the Unit 10 min
- Course Overview: Introduction to Media Literacy
- Course Overview: Topics, Assessments, Games & Activities 6 min

Media in Today's World

Media Literacy

Bonus Additional Resources

0:00 / 3:30

Course Overview: Introduction to Media Literacy

Interactive Transcript Downloads

Start the Course (Week 1 is used as an example)

- After completing the introduction part, you can move on to the next section “Media in Today’s World”



The screenshot displays the Coursera website interface. The browser address bar shows the URL <https://www.coursera.org/learn/media/lecture/YY6sV/media-is-everywhere>. The Coursera logo is visible in the top left, and the user's name 'Vicky' is in the top right. A navigation menu on the left lists the course sections: Introduction, Media in Today's World, Media Literacy, and Bonus Additional Resources. A yellow arrow points to the 'Media in Today's World' section. The main content area shows a slide with the title 'Mass Media (MASS ME-di-a)' and the subtitle 'Media that reaches a large number of people'. The slide also features an American flag icon in the top left and a logo in the bottom right. The Windows taskbar at the bottom shows the system clock as 2:58 PM on 10/5/2017.

Start the Course (Week 1 is used as an example)

- After completing Media is Everywhere and Interview with William Cowen, click “start” to enter the quiz sections.

The screenshot displays a course interface with two main panels. The left panel, titled 'Introduction', lists various activities under the heading 'Media in Today's World'. The right panel shows the details for a quiz titled 'Check Your Understanding: William Cowen Interview'.

Activity	Duration
Media is Everywhere	5 min
Listening: Interview with William Cowen...	6 min
Quiz: Check Your Understanding: William Cowen Interview	5 questions
Language Focus: Previewing Texts	4 min
Practice Quiz: Game 1: Preview the Text	8 questions
Quiz: Assessment 1: Self-Assessment of Media Literacy Skills	10 questions

QUIZ
Check Your Understanding: William Cowen Interview
5 questions

To Pass 70% or higher
Attempts 3 every 8 hours
Deadline October 22, 11:59 PM PDT

[Start](#)

Start the Course (Week 1 is used as an example)

- After finishing the quiz, please enter your name and click submit quiz.

I understand that submitting work that isn't my own may result in permanent failure of this course or deactivation of my Coursera account. [Learn more about Coursera's Honor Code](#)

Tim Lee



Use the name on your government issued ID

Submit Quiz

Check Your Understanding: William Cowen Interview

5/5 points (100%)

Quiz, 5 questions

Congratulations! You passed!

Next Item

1 / 1
points

1. **Instructions:** All questions in this quiz refer to the William Cowen Interview. You are allowed to refer to this video as you answer these questions. You can open the video in a new tab by clicking this link:

<https://www.coursera.org/learn/media/lecture/YjhER/listening-interview-with-william-cowen>

Start the Course (Week 1 is used as an example)

- After completing the quiz, you can continue your course on “Media Literacy “ and “Bonus Additional Resource” sections with more videos and quizzes.



The screenshot displays a course interface with a sidebar on the left and a main content area on the right. A yellow arrow points from the left edge of the image towards the sidebar. The sidebar contains the following items:

- Quiz:** Assessment 1: Self-Assessment of Media Literacy Skills (10 questions)
- Unlockable Achievement 1** (9 sec)
- Media Literacy**
- Bonus Additional Resources**

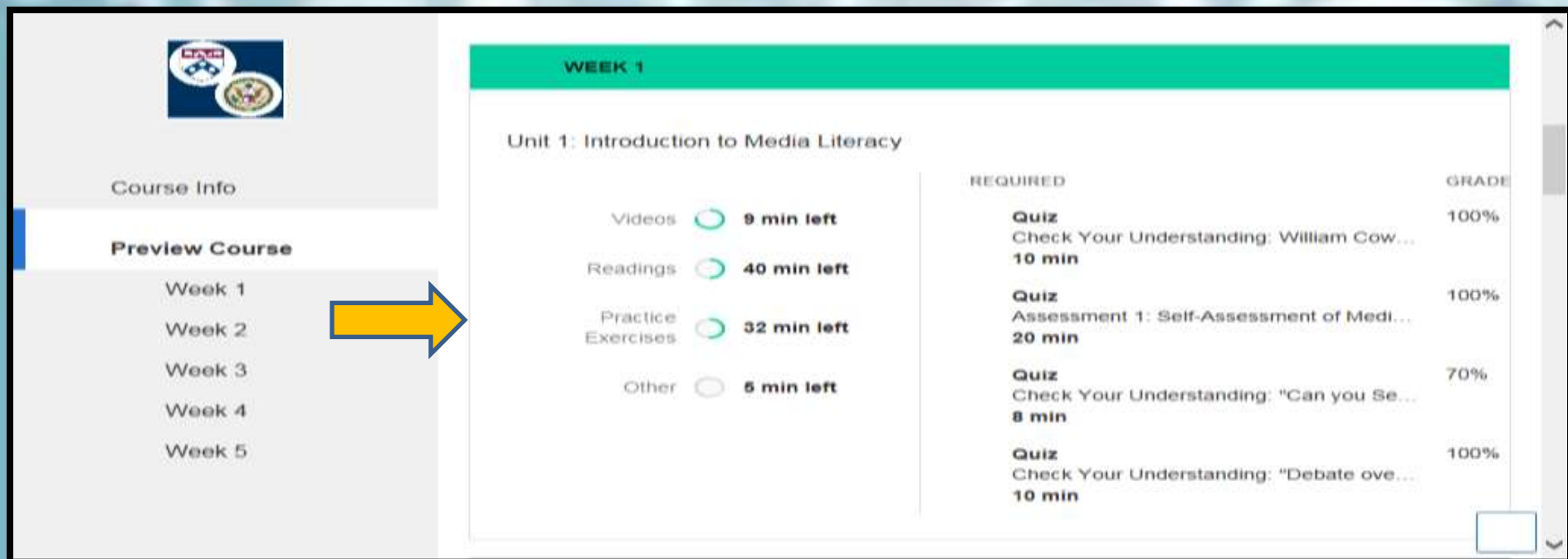
The 'Bonus Additional Resources' section is expanded and shows:

- Game:** Unit 1 Vocabulary Flashcards (10 min)
- Supplemental Reading:** More to III Media Literacy (10 min)
- Practice Quiz:** Check Your Understanding: "More to III Media Literacy" (4 questions)

The main content area on the right is currently empty.

Start the Course (Week 1 is used as an example)

- You may always go to the homepage of this course to check your progress



The screenshot displays a course interface with a sidebar on the left and a main content area on the right. The sidebar includes a logo at the top, followed by 'Course Info' and 'Preview Course'. Under 'Preview Course', there is a list of weeks from Week 1 to Week 5. A yellow arrow points from the 'Week 1' link to the main content area. The main content area has a green header for 'WEEK 1' and a section for 'Unit 1: Introduction to Media Literacy'. This section is divided into two columns: 'REQUIRED' and 'GRADE'. The 'REQUIRED' column lists items with progress indicators and time remaining: Videos (9 min left), Readings (40 min left), Practice Exercises (32 min left), and Other (5 min left). The 'GRADE' column lists quizzes with their completion percentages: 'Check Your Understanding; William Cow...' (100%), 'Assessment 1: Self-Assessment of Medi...' (100%), 'Check Your Understanding; "Can you Se...' (70%), and 'Check Your Understanding; "Debate ove...' (100%).

REQUIRED	GRADE
Quiz Check Your Understanding; William Cow... 10 min	100%
Quiz Assessment 1: Self-Assessment of Medi... 20 min	100%
Quiz Check Your Understanding; "Can you Se... 8 min	70%
Quiz Check Your Understanding; "Debate ove... 10 min	100%

Questions

- FAQ:
- <https://www.ait.org.tw/zhtw/sign-now-learning-english-english-media-literacy-zh/>
- Email us at taipeiirc@gmail.com

www.coursera.org

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the world's best courses, online, for

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