

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

COURSERA

English for Media Literacy

Outline

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

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 Nichols:



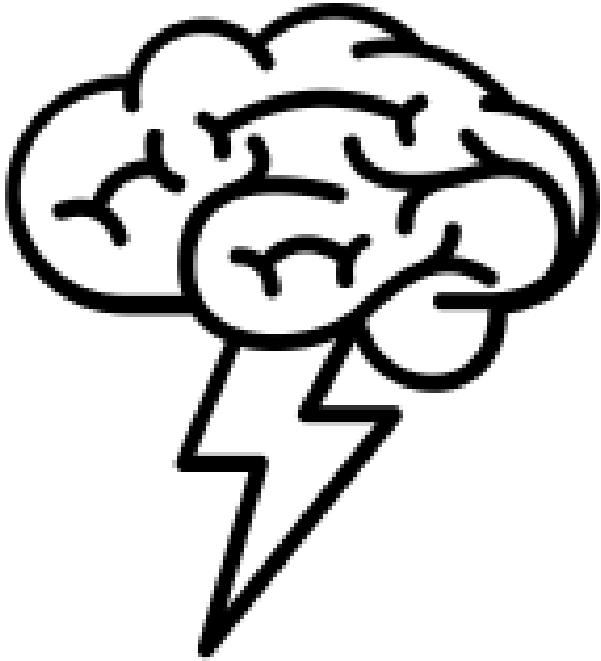
<https://sites.sju.edu/thesuccesscenter/about/staff/>



<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



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: 3h 55m)

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

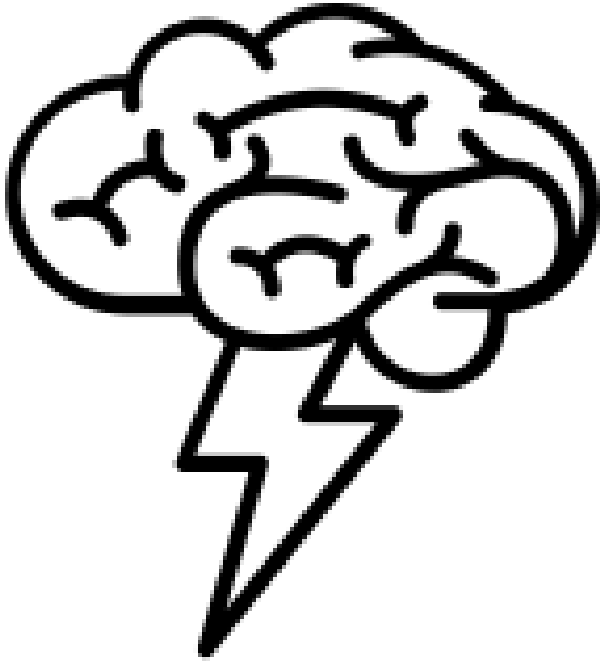
You will learn:

- ✓ The significance of involving people from different races, cultures, and genders 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”



The screenshot shows the course homepage for 'English for Media Literacy' by the University of Pennsylvania. At the top, there is a welcome message and a 'More' dropdown. Below this is a progress bar showing the course structure: START, WEEK 1 (1 unit), WEEK 2 (1 unit), WEEK 3 (3 units), and WEEK 4 (1 unit). The 'WEEK 1' section is highlighted in blue and contains a video titled 'Course Overview: Introduction to Media Literacy' with a 'Start' button. Below this, the 'WEEK 1' section is expanded to show 'Unit 1: Introduction to Media Literacy' with an estimated time of 3h 55m. The unit content is organized into 'REQUIRED' items and a table of quizzes.

REQUIRED	GRADE	DUE
Quiz Check Your Understanding: Willia... 10 min		Oct 15
Quiz Assessment 1: Self-Assessment of... 20 min		Oct 15
Quiz Check Your Understanding: "Can y... 8 min		Oct 15
Quiz Check Your Understanding: "Deba... 10 min		Oct 15

Start the Course

(Week 1 is used as an example)

WEEK 1 Estimated Time: 3h 55m ^

Unit 1: Introduction to Media Literacy

Videos	<input type="radio"/>	46 min left
Readings	<input type="radio"/>	1h 10m left
Practice Exercises	<input type="radio"/>	1h 6m left
Other	<input type="radio"/>	5 min left

REQUIRED	GRADE	DUE
<input type="checkbox"/> Quiz Check Your Understanding: Willia... 10 min		Oct 15
<input type="checkbox"/> Quiz Assessment 1: Self-Assessment of... 20 min		Oct 15
<input type="checkbox"/> Quiz Check Your Understanding: "Can y... 8 min		Oct 15
<input type="checkbox"/> Quiz Check Your Understanding: "Deba... 10 min		Oct 15

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

Required Quizzes
(課堂小考)

Due Date: Oct 15
(截止日期10/15)

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 top navigation bar includes the Coursera logo, "For Enterprise" text, and a user profile icon. The left sidebar contains "Course Info" and "Preview Course" sections, with "Week 1" selected. The main content area features a course title, university affiliation, and a welcome message from the instructor. Below this is a progress bar showing the course schedule from "START 10/16" to "WEEK 4". The "WEEK 1" section is expanded, showing the first activity: "Reading: Overview of the Unit" with a duration of 10 minutes. A large yellow arrow points to the "Start" button in the bottom right corner of the expanded week view.

Course Info

Preview Course

- Week 1 📅
- Week 2
- Week 3
- Week 4
- Week 5

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

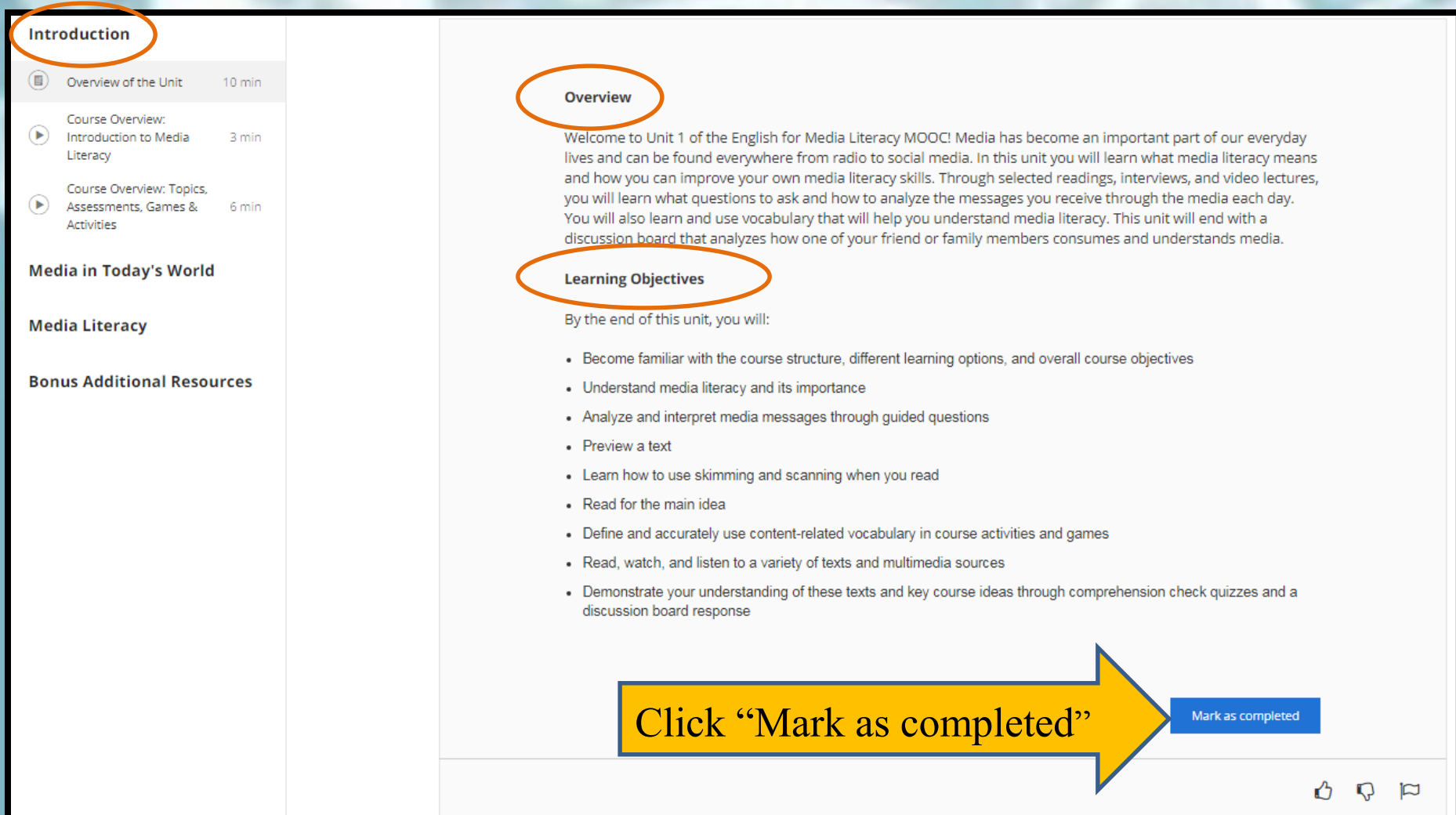
START 10/16 WEEK 1 📅 (+1) WEEK 2 (+1) WEEK 3 (+3) WEEK 4 (+1)

WEEK 1 **Reading: Overview of the Unit**
It'll take about 10 min. After you're done, continue on and try finishing t
10 min

Start

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 sidebar on the left and a main content area on the right. The sidebar contains a list of course items, with "Introduction" circled in orange. The main content area displays the "Overview" and "Learning Objectives" sections, both also circled in orange. A yellow arrow points from the text "Click 'Mark as completed'" to a blue button labeled "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

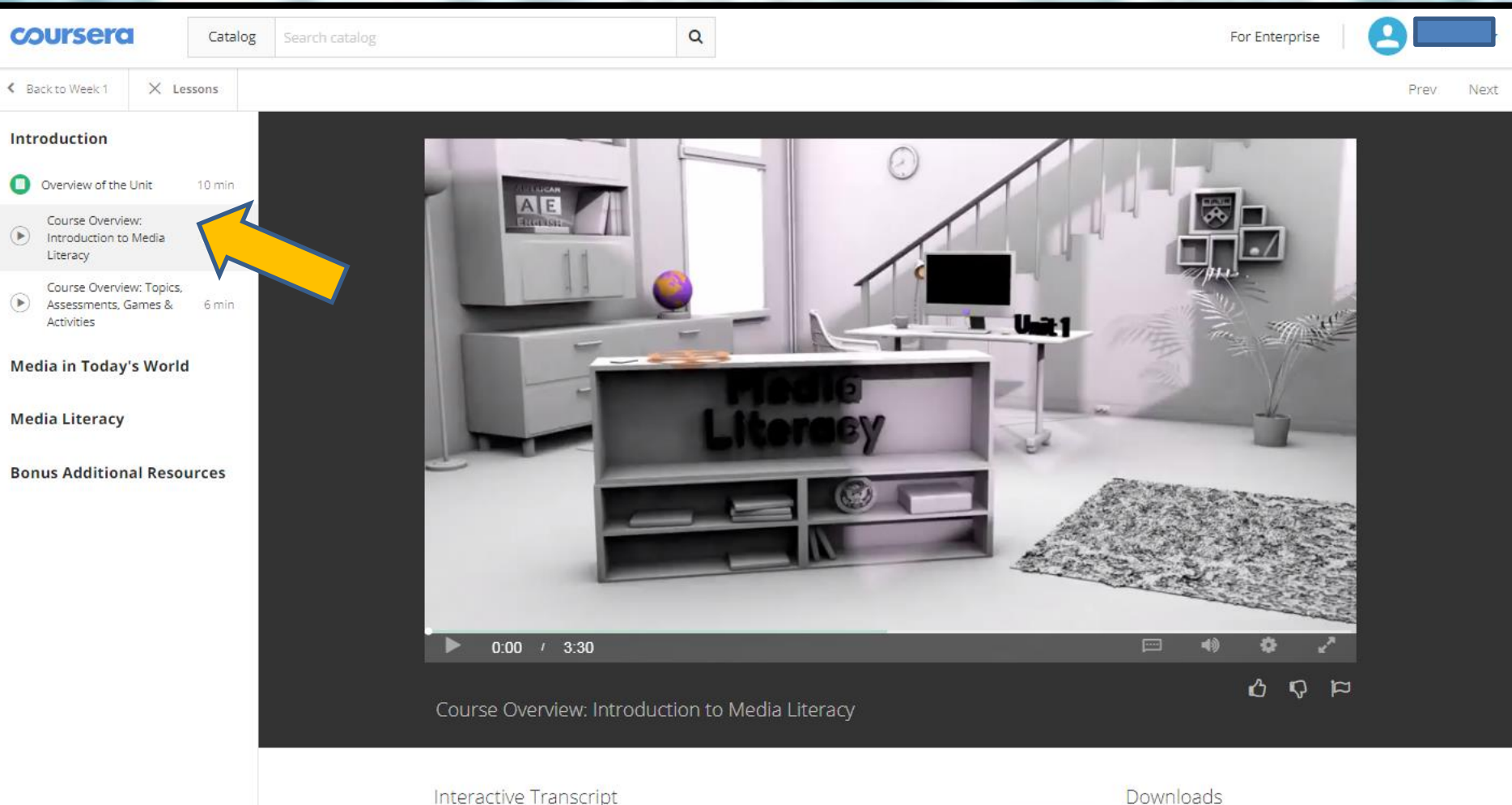
Click “Mark as completed”

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. Below the search bar, there are navigation links for "Back to Week 1" and "Lessons". The main content area is divided into a left sidebar and a central video player. The sidebar lists the course structure under the heading "Introduction":

- Overview of the Unit (10 min)
- Course Overview: Introduction to Media Literacy (highlighted with a yellow arrow)
- Course Overview: Topics, Assessments, Games & Activities (6 min)

Below the "Introduction" section, there are sections for "Media in Today's World", "Media Literacy", and "Bonus Additional Resources". The central video player shows a 3D-rendered office scene with a desk, a computer, and a bookshelf. The video title "Course Overview: Introduction to Media Literacy" is displayed below the player. At the bottom of the page, there are links for "Interactive Transcript" and "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 shows the Coursera course interface for "English for Media Literacy". The top navigation bar includes the Coursera logo, an "Explore" dropdown, a search bar with the text "What do you want to learn?", and a user profile icon. Below the navigation bar, there are tabs for "Back to Week 1", "Lessons", and "This Course: English for Media Literacy". The main content area is divided into a left sidebar and a main video player. The sidebar contains a list of 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 video player displays a slide with the following text:

Mass Media
(MASS ME-di-a)

Media that reaches a large number of people

The slide also features an American flag in the top left corner and logos for the University of Wisconsin-Madison and the University of Michigan in the bottom corners.

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 sections. On the left is a table of contents, and on the right is a detailed view of a quiz.

Introduction	
Media in Today's World	
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

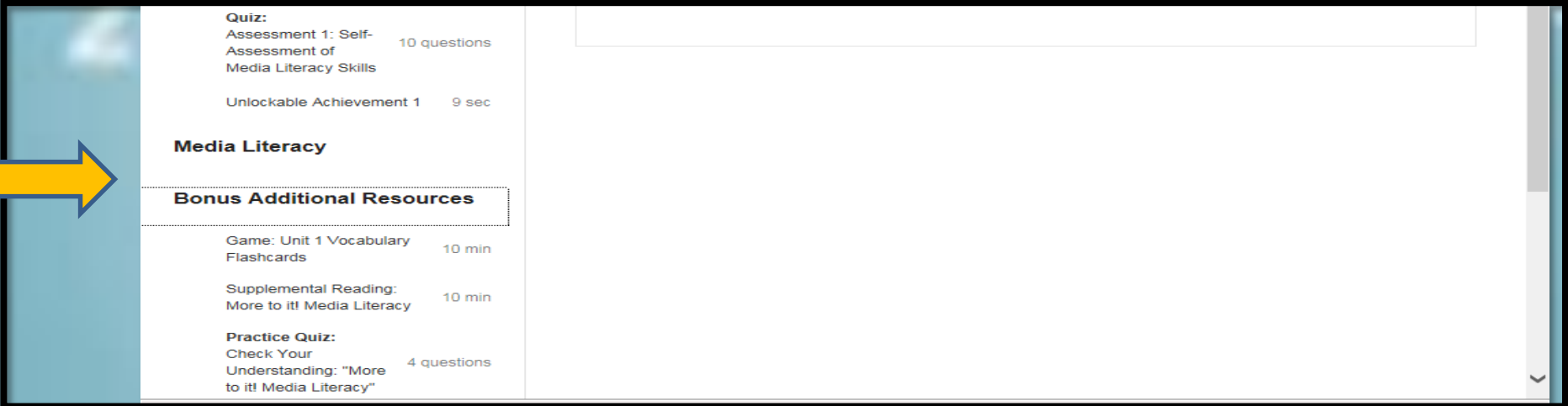
1 / 1
points

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 Resources” sections with more videos and quizzes.



Quiz:
Assessment 1: Self-
Assessment of
Media Literacy Skills 10 questions

Unlockable Achievement 1 9 sec

Media Literacy

Bonus Additional Resources

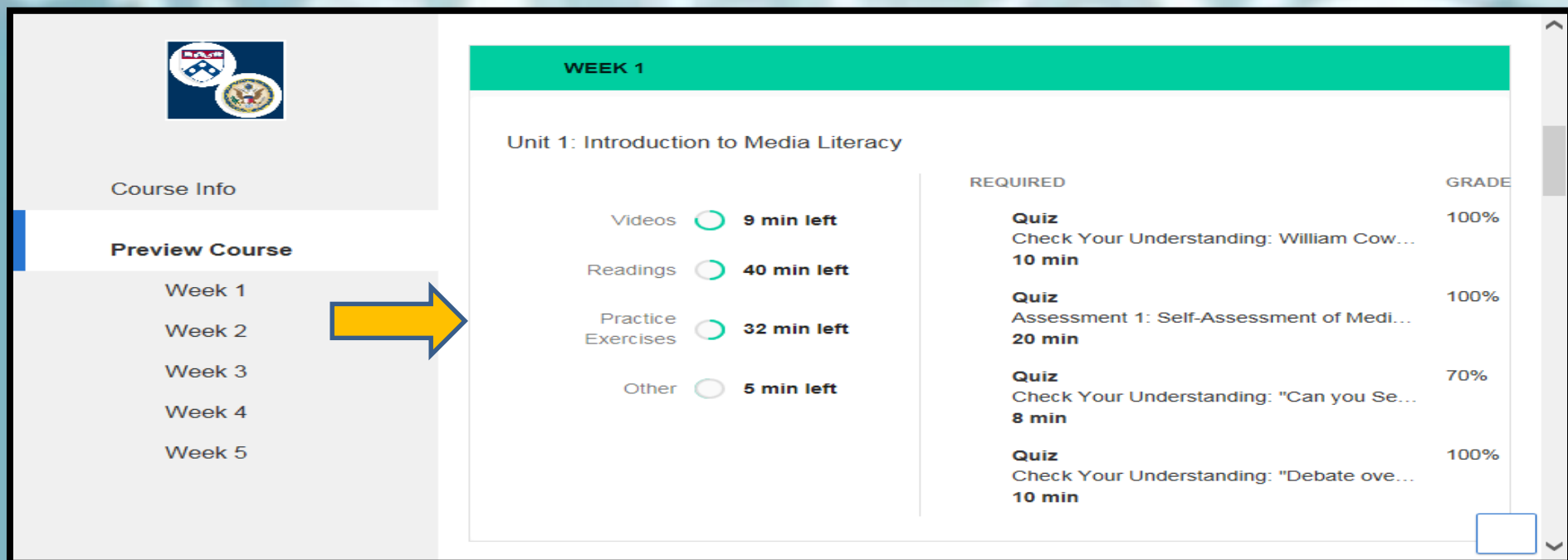
Game: Unit 1 Vocabulary
Flashcards 10 min

Supplemental Reading:
More to it! Media Literacy 10 min

Practice Quiz:
Check Your
Understanding: "More
to it! Media Literacy" 4 questions

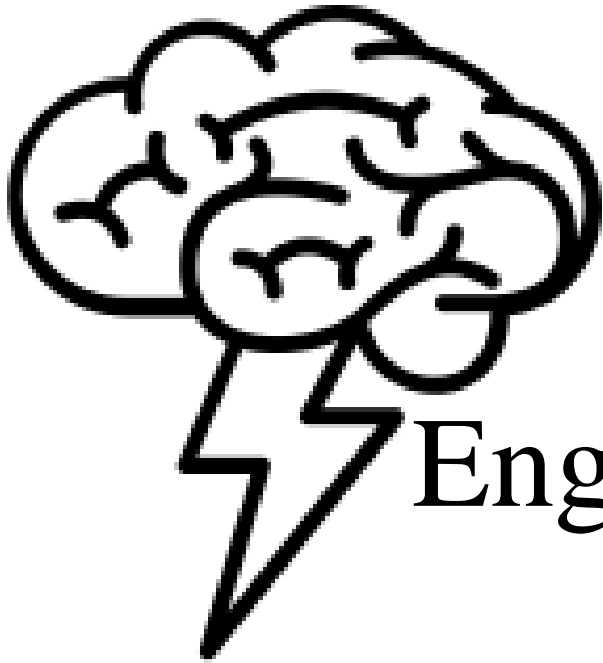
Start the Course (Week 1 is used as an example)

- 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 (circles) 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 respective grades: 'Quiz Check Your Understanding: William Cow...' (100%), 'Quiz Assessment 1: Self-Assessment of Medi...' (100%), 'Quiz Check Your Understanding: "Can you Se...' (70%), and 'Quiz 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%



Enroll the Course:
English for Media Literacy

Sign up for Coursera

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coursera

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Q 您想學習什麼？

企業版

登錄

註冊

培養受歡迎的技能並獲得寶貴證書

免費加入

Sign up for Coursera



學習什麼？

coursera

從頂級大學免費學習技能。

登錄 **註冊**

 使用 Facebook 註冊

或者

全名

電子郵件

密碼

Enroll the Course: English for Media Literacy

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

The screenshot shows the Coursera search interface. At the top left is the Coursera logo. A search bar contains the text 'English for Media Literacy' with a search icon and a close button. To the right of the search bar are links for '企業版' (Enterprise) and a user profile icon labeled 'Chen'. Below the search bar, a dropdown menu displays search results. The first section is 'Popular Searches' with the link 'english for media literacy'. The second section is 'Courses and Specializations', where the course 'English for Media Literacy' is highlighted with a red oval. Other courses listed include 'Making Sense of the News: News Literacy Lessons for Digital Citizens', 'Academic Skills for University Success', and 'Online Games: Literature, New Media, and Narrative'. On the left side of the page, there is a navigation menu with options: '我的課程', '最後激活', '未激活', '已完成', '更新', '成就', and '建議'. On the right side, there are two course cards. The first card is for 'English for Media Literacy' with a '註冊' (Enroll) button and the text '於 Sep 28 開始'. The second card is for 'Chinese for HSK 4' by Peking University, also with a '註冊' button and '於 Sep 28 開始'.

Enroll the Course

- Step 3: Click “Enroll” (註冊)

主頁 > 語言學習 > 學習英語

English for Media Literacy

關於此課程：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.

▼ 更多

製作方：University of Pennsylvania



教學方： [Lauren Fiori](#), Advising Specialist
English Lan

總覽

授課大綱

常見問題解答

製作方

評分和審閱

註冊

於 Oct 04 開始

申請助學金

Enroll the Course

- Step 4: Click “完整課程, 沒有證書”

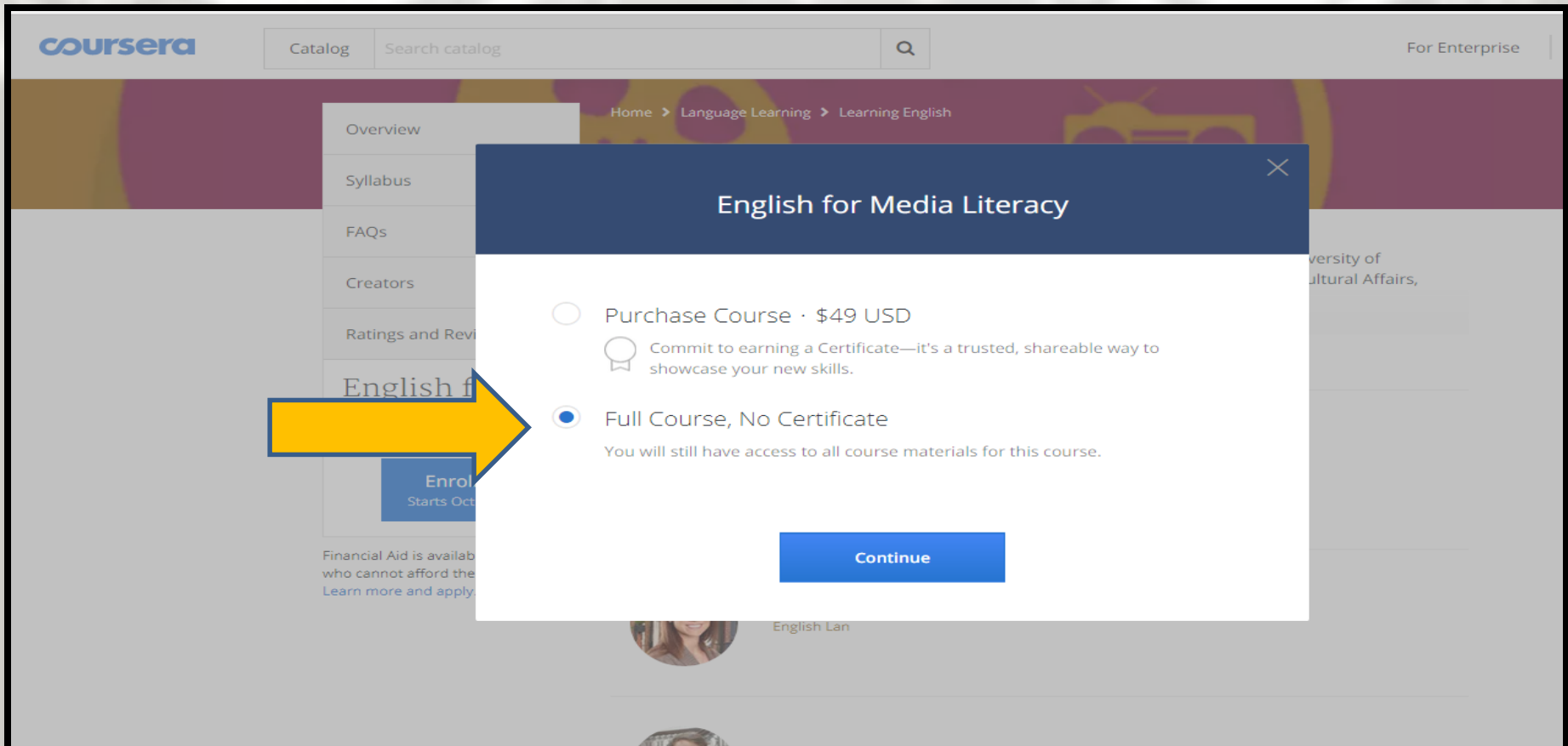
The screenshot shows the Coursera website interface. At the top, the Coursera logo is on the left, followed by a search bar with the text "您想學習什麼?". On the right, there is a user profile icon labeled "Chen" and the text "企業版". Below the header, the breadcrumb "瀏覽 > Language Learning > Le" is visible. The main content area features the course title "English for Media Literacy" and a red "註冊" button with the text "於 Sep 28 開始" and "有助學金". A modal dialog box is overlaid on the page, titled "English for Media Literacy" with a close button (X) in the top right corner. The dialog contains two options:

- 購買課程 · \$49 USD
獲得權威認證證書，分享和展示所學的新技能。
- 完整課程，沒有證書
您仍可以訪問此課程的所有課程教材。

A yellow arrow points from the "註冊" button to the "完整課程，沒有證書" option. At the bottom of the dialog is a blue "繼續" button. Below the dialog, the text "課程信息" and a rating of "★★★★★ 4.8 562 ratings · 164 reviews" are visible.

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 left is the Coursera logo. A search bar contains the text 'Catalog' and 'Search catalog'. On the right, there is a link for 'For Enterprise'. The breadcrumb trail reads 'Home > Language Learning > Learning English'. A sidebar menu on the left includes 'Overview', 'Syllabus', 'FAQs', 'Creators', 'Ratings and Reviews', and 'English for Media Literacy'. A blue button labeled 'Enroll' with 'Starts Oct' is visible. A modal dialog box is centered on the screen, titled 'English for Media Literacy'. It contains two radio button options: 'Purchase Course · \$49 USD' (unselected) and 'Full Course, No Certificate' (selected). A yellow arrow points from the 'Enroll' button to the 'Full Course, No Certificate' option. Below the options is a blue 'Continue' button.

Coursera

Catalog Search catalog

For Enterprise

Home > Language Learning > Learning English

Overview

Syllabus

FAQs

Creators

Ratings and Reviews

English for Media Literacy

Enroll Starts Oct

Financial Aid is available for students who cannot afford the course. Learn more and apply.

English for Media Literacy

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.

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 period. A green 'RECOMMENDED' banner is above the 'Try for free' option. Both options have a 'Continue' button. A large red arrow points from the 'Continue' button of the 'Commit now' option down to the 'Or audit this course' text at the bottom of the page.

Commit now
Pay \$59 now

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

Continue

RECOMMENDED

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.

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 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

- 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, an 'Explore' button, and a search bar with the text 'What do you want to learn?'. A user profile icon is visible in the top right corner.

The course title 'English for Media Literacy' is prominently displayed, followed by 'by University of Pennsylvania'. Below this, a welcome message from the instructor reads: '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'. A 'More' link is provided below the message.

A progress indicator shows the course structure: START, WEEK 1 (1 unit), WEEK 2 (1 unit), WEEK 3 (3 units), and WEEK 4 (1 unit). The current progress is at the beginning of Week 1.

The 'Course Home' sidebar on the left lists: Week 1, Week 2, Week 3, Week 4, Week 5, Grades, Discussion Forums, Messages, and Course Info.

The main content area shows the 'WEEK 1' section with a video player titled 'Video: Course Overview: Introduction to Media Literacy'. The video description says: 'You're doing great! Pick up where you left off and you'll be done in no time.' and has a duration of 3 minutes. A 'Start' button is located at the bottom right of the video player.

Questions

請問要如何報名媒體素養與提昇英文能力的
MOOC 線上課程?

請先在**accupass**報名

<https://www.accupass.com/event/1809140217316209866670>, 作為報名和核發**AIT**證書的依據,
和後續活動通知.

Questions

請問註冊時間?

請在 **Coursera** 報名註冊，目前已開放註冊，
10/22課程開始，課程網址在

<https://www.coursera.org/learn/media/>

Questions

請問課程進行的時間？

在**coursera**報名註冊本課程，你就可以瀏覽所有影片，測驗和課程。課程進行時間是**10/22-12/3**。如果配合**coursera**的進度，應該可以**12**月底完成。進度可以自行調配，所有下載的檔案,可長期參考。

Questions

請問如何核發結業證書？

請將完成課程的畫面寄給我們
taipeiirc@gmail.com，美國在台協會之後會核發
結業證書。

如果需要 **University of Pennsylvania** 核發的
coursera 證書，可以在課程開始後**180**天內完成
課程，並在 <https://www.coursera.org/> 申請購買
費用**49**美金。

Questions

- FAQ:
- <https://www.ait.org.tw/zhtw/MOOC-ZH/>
- Email us at taipeiirc@gmail.com

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