Media Literacy Evaluation 2

Evaluating what you may have learned in this unit of study:
*Please answer the following questions to the best of your ability, as honestly as possible, and in full sentences.*
*(HINT: you may need to write more than one sentence to fully answer these questions).*

1. What is media literacy and why does it matter? (5 marks)

___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

2. What sort of media have you been studying in this class; name at least three different media we have examined. (5 marks)

___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

3. What is bias, and where do we encounter bias in our everyday lives? (5 marks)

___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
4. How might the two podcasts you have listened to changed your perception of racism in Canada? (5 marks)

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

5. List several reasons why anthropologist Wade Davis suggests we should value indigenous cultures worldwide. (5 marks)

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Evaluating how you feel about your study of Media Literacy: (no marks)

Please answer honestly and with suggestions and comments to improve this study for future courses. You may circle as many of the answers as reflect your experience.

1. The advertisements we examined:
   a. Helped me to understand more about how ads influence consumers.
   b. Were somewhat helpful to understand how ads work.
   c. Were not interesting and I learned very little.
   d. I did not understand much about advertising.

2. The articles we have read in class have been
   a. Enlightening and captured my attention.
   b. Interesting but hard to understand.
   c. Dull.
   d. I did not read them.

3. The podcasts we listened to were
   a. Full of new information and engaged my interest
   b. Interesting but hard to understand
   c. Dull
   d. I did not listen to them
4. The discussions we have had around media, advertising, bias, indigenous people and racism have been:
   a. Full of new information and engaged my interest
   b. Interesting but hard to understand
   c. Dull
   d. I do not understand how this relates to English class

5. On a scale of 1 to 5, with 1 being low and 5 being high, rate how you value Media Literacy:
   1. Not useful or associated with our English course
   2. Somewhat useful in understanding how media works but not relevant to English
   3. Useful and meaningful in the context of the English course
   4. Interesting and enriching, contributing new information and ideas to my understanding
   5. Fascinating and valuable to my understanding of writing, the media and the world