

ASSIGNED READINGS:

“Media Literacy: Keys to Interpreting Media Messages” by A. Silverblatt
(Process pp.15-64; Context pp. 65-132)

“Approaches to Media Literacy: A Handbook” by A. Silverblatt
(Ideological Analysis pp. 3-76; Autobiographical Analysis pp. 77-117;
Non-Verbal Communication Analysis pp. 118-162; Mythic Analysis pp.
163-224)

29 OCTOBER 2019

TOPIC **NAMES (2 STUDENTS PER TOPIC)**

- PROCESS

5 NOVEMBER 2019

TOPIC **NAMES (2 STUDENTS PER TOPIC)**

- CONTEXT

12 NOVEMBER 2019

TOPIC **NAMES (2 STUDENTS PER TOPIC)**

- IDEOLOGICAL ANALYSIS

19 NOVEMBER 2019

TOPIC **NAMES (2 STUDENTS PER TOPIC)**

- AUTOBIOGRAPHICAL ANALYSIS

26 NOVEMBER 2019

TOPIC **NAME (2 STUDENTS PER TOPIC)**

- NONVERBAL COMMUNICATION ANALYSIS

3 DECEMBER 2019

TOPIC **NAME (2 STUDENTS PER TOPIC)**

- MYTHIC ANALYSIS

All the reading material has been uploaded in the Masaryk University Information System – see
“Learning Materials” – “BOOKS FOR IN-CLASS PRESENTATIONS”