



# Getting started with AI: Critical Analysis for Media Literacy Course Syllabus

## Course Description

In the digital age, media literacy and critical thinking are essential for navigating the vast information landscape. Media literacy enables individuals to critically engage with media content and understand its influence. Critical thinking involves skillfully analyzing, synthesizing, and evaluating information to guide belief and action. In this course, participants will learn to: Access and critically evaluate different types of media sources. Analyze the influence of media messages on thoughts, feelings, and behaviors. Apply rational, skeptical, and unbiased analysis to evaluate information. Utilize AI tools to enhance media analysis and critical thinking processes. The primary objective of this course is to empower educators with the knowledge and tools to foster these essential skills in their students, leveraging AI to create dynamic and engaging learning experiences. Participants will explore the integration of AI in analyzing media literacy, understanding biases, and enhancing critical thinking, preparing them to guide students in becoming informed and critical consumers of media.

## Course Objectives

At the end of this course you should be able to:

1. Analyze the nature of thinking and evaluate different types of thinking by using AI to create a visual report.
2. Apply the steps of SHARP critical thinking to real-world problems by using an AI Assistant.
3. Identify and explain fallacies of logic and their impact on reasoning and decision-making through AI-generated analyses of each fallacy.
4. Understand how to dialogue concerning controversial issues to lead structured and respectful discussions on controversial topics using an AI debate tool.
5. Analyze media literacy, the media, and different types of media sources by using AI tools and resources.
6. Assess Social Media and Its Impact on its audience using AI.
7. Analyze bias and perspective in media using AI to create a media bias chart.
8. Evaluate persuasive techniques in advertising and marketing using AI.

## Modules

- Module 1: The Nature of Thinking, Quiz 1
- Module 2: Mastering SHARP Critical Thinking Skills, Quiz 2
- Module 3: Identifying Fallacies of Logic, Quiz 3
- Module 4: Effective Dialogue on Controversial Issues, Quiz 4
- Module 5: Introduction to Media Literacy, Quiz 5



- Module 6: Social Media Impact, Quiz 6
- Module 7: Shaping Bias, Quiz 7
- Module 8: Persuasive Marketing, Quiz 8

**Grading:**

Each quiz must be passed at an 80% or higher (three attempts allowed).

**Format**

This is a self-paced, asynchronous (no required live meetings) course. Throughout the PD course, you will find it helpful to take notes along the way to assist with the quizzes. Within each module, you will find reflection assessments that are not graded but will help in your journey through the course.