

EDST 565

Connecting Knowledge, Media and Educational Leadership

Summer 2A 2014

COURSE DESCRIPTION

Description of Course

It is through the media that most people come to their understanding of education and research. School and university rankings, for example, can have real effects on the perceptions of policymakers, parents, teachers and students. Creating media is a way to engage children, youth and adults in issues of importance to them. It can involve participants in not only talking about the problem, but also proposing ideas and collective action for how to improve a situation.

We will look at corporate, independent, collaborative and self-produced media and look at theoretical literature from journalism, education and media studies

The objectives of this course are to facilitate your:

1. Analyses of media coverage of educational research and policy
2. Ability to understand how you might communicate research to nonacademic audiences
3. Exploration of educational policy engagement through media engagement
4. Exploration of strategies such as Op-Eds, blogs, podcast, video, and comedy to engage diverse audiences in conversations about educational

COURSE FORMAT

This class is a collaborative space. I invite participants to suggest a wide range of additional materials for the class. I have given a minimum number of required materials. For each class we will discuss at least one print article and a multimedia resource. Each multimedia piece is chosen as an example of a person or organization attempting to expand public conversations. **To get the most out the class look at each piece and ask yourself the following questions:**

- 1) What emotions arise for me when engaging with this piece? Why?
- 2) Who do you think the intended audience is?
- 3) Do you think the piece is effective? Why or Why not? What would you do differently?

- 4) What would happen if you change the genre of the piece (e.g –Op Ed as compared to a podcast?)

If I assign a podcast you might decide to look at videos, blogs or Op-Eds on the same topic. How does the form used change your response to the content?

Being curious about the efforts of others at expanding conversations about education and research will help sharpen your focus for what you would like to communicate.