

## Learning Unit 5

---

### Summary

	Topic	Text	Language & Academic Skills	Assignments
5	Prothesis	Marshall McLuhan, <i>Understanding Media</i> [1964].	Evaluating main ideas. Expressing opinion. Working in groups and presentation skills. Giving peer feedback.	Write a 350 word comment expressing your own judgment on McLuhan's famous sentence "the medium is the message"

### Overview

How do you see media technologies shaping our lives, apart from particular content? What does being part of a global village mean to you? Are we part of one? Is it a positive or negative outcome? In this session, students will look closely at McLuhan's "Understanding Media," a pioneering and visionary work on how new technologies shape our lives. PowerPoint presentations, texts, and other material contribute to students' understanding and evaluation of the role of technology in society.

### Objective

At the end of this session students will be able to evaluate conservative and rose contemporary views specifically on the way in which digital technologies change journalism.

### Language & Academic Skills

Evaluating main ideas. Expressing opinion. Working in groups and presentation skills. Giving peer feedback.

### Activities

#### A.1. *Applying theory*

Watch the 2011 documentary *Page One. Inside The New York Times*. Explain how the digital revolution and its impact on journalism is being told by *The Times* journalists and editors.

### Resources



<i>Type</i>	<i>Content</i>	<i>Context</i>
Video	<u><i>Page One. Inside The New York Times</i></u>	The film follows the New York Times' media desk over 14 months in 2009 and 2010. <i>Page one</i> shows how journalists confront and define contemporary changes faced by the profession in the context of digital revolution.
Web page	<u>Marshall McLuhan: Then and Now</u>	Excerpt of an interview with Paul Levinson, Professor of Communication & Media Studies at Fordham University in New York Time.
Textbook supplement	<u>Key Themes in Media Theory</u>	A critical introduction to the key theories of media studies. The volume brings together different schools of media theory into a comprehensive text, examining in depth the ideas of key media theorists such as Lasswell, McLuhan, Hall, Williams or Barthes.

