The Vientiane College Diploma - Module Overview

DIPBM102 Bias: Explored through the Media

Overview of the module

In this module, you will build media literacy skills by thinking and engaging critically with content, applications, questions and general language used in the mass media. You will learn and understand how to discuss new articles and ask question about them while making connections to relevant topics. You will explore what bias is, the different types of bias and how bias can be recognised. This will help you in general and academic writing and discussions.

Key questions explored on the course

- What do we mean by the "media"?
- What is bias and how is it different from prejudice?
- What techniques and skills can we use to identify and analyse bias?
- How does bias affect the media?
- How biased is the media?

Skills
This module will help you improve your English language skills with a special emphasis on:

- thinking skills of noticing, analysing and critically evaluating biases present in the media and yourself
- writing skills of creating a published blog with the consideration of bias and accuracy in mind
- discussion skills of giving and supporting opinions, while analysing the bias that maybe present in the language used to express those opinions
- reading skills of identifying bias through key vocabulary, sentence structure, and style of content, expression and previous bias or lack of bias shown by the source
- grammar skills of using reporting verbs precisely and accurately
- vocabulary skills of building up understanding of collocations

Performance Tasks
Throughout this module you will:

- maintain a student blog thus participating as a consumer & producer of the media
- participate in 'jigsaw' reading tasks that will require you to read, and analyse, text then share your understandings with other students
- use the Question Formulation Technique to approach and understand the media
- present bias analysis assessments to the class and engage in constructive dialogue about those assessments