Media literacy is a way of thinking about the media. As it is stated by the MLE association: media literacy consists of a “series of communication competencies, including the ability to access, analyze, evaluate, and communicate information in a variety of forms, including print and non-print messages”; to be “media literate” a person should understand how mass media work, how they produce meanings, how they are organized, and how to use them wisely. Moreover, media literacy empowers people to become both critical thinkers and creative producers of an increasingly wide range of messages using image, language, and sound. Given how mass media function nowadays, we can no longer ignore their realm, as pedagogical sites capable of influencing subjectivities, identities and political discourses of everyday life. Accordingly, the aim of this seminar is to explore with post-graduate students how to (1) analyze media content--photographs, newspaper articles, advertisements, TV shows, movies, documentaries, public relations materials, media websites, and (2) develop an understanding of how these influence us and how we in turn can influence others. We will discuss the importance of multiple points of view and learn how to identify examples of media's powerful leanings towards commercialism, individualism, and specific ideologies. In addition, we will examine how media and the professional practices of journalists and politicians interact to shape political and public decision-making; thus, students will develop an understanding of (a) the visual message--visual literacy; (b) semiotics--the meaning behind media messages; (c) ideology in the context of our media system; (d) a variety of commercial cultures, especially in the context of advertising; and (e) how to critique the media with the media.