What is Media Literacy?

Media Literacy is the ability to access, analyze, and evaluate the many complex messages presented through the mass media. It focuses on helping young people, in particular, to not only become more careful and critical consumers of media messages so they can make more informed choices about their health, purchases, and values, but to become creative producers of media to more effectively communicate their thinking, ideas, and priorities.

Media literacy programs in school, health, and community groups help young people to examine media messages about tobacco, alcohol and other drugs, nutrition, physical activity, relationships, sexuality, and violence. Many schools, agencies, and community organizations are integrating media literacy content and strategies into their curricula and prevention programs to help counteract the pervasive and often negative influence of the mass media. Both the IRA and NCTE in 1996 expanded the guidelines for developing a literate person to include viewing and visually representing as two additional key literacy skills to the traditional basics of reading, writing, listening, and speaking.

Topics Include:

- What is Media Literacy? A Primer for Teachers, Parents, and the Public
- The Mass Media and Young Children: A Pediatrician's View
- Powerful Media Images of Females and Males: Implications for Our Youth
- Media Literacy Research—What It Shows, What It Doesn’t, and What It Needs!
- Media-Related Issues in Health and Community Services
- Media Production—The Attractive Challenge for Today’s Technologically-Savvy Youth
- What We Can Learn from International Media Literacy Programs
- New Media Dimensions for Art, Music, and Fine Arts Leaders
- The Depiction of the Disabled in Movies and the Mass Media
- Obstacles and Opportunities for Integrating ML into Existing School Curricula and Health Education/Prevention Programs
- The Impact of the "Other School" (the Mass Media) on Our Traditional School Curriculum
- Media Literacy and Minorities, the Underrepresented, and Special Interest Groups
- Television’s Violence and Sex: Images That Sell—What?
- Let’s Get Specific: Media Literacy Classroom Activities that Work!
- Media Literacy and Developing Critical Thinking Skills—A Natural for Today’s School Curriculum Priorities!
- Today’s Mass Media—The Inescapable Force in American Political Life
- Media Activism: What Can You Do?
- Growing Media Monopolies in a Democracy: A Cause for Concern?

Comments from Past Participants

“A terrific, thought-provoking overview of media literacy for beginners as well as extension ideas for those experienced in the field.”

“I really appreciated the integration of state standards into the presentation. This is exactly what we need to make the case for media literacy in our schools.”

“Excellent workshops, wonderful spirit from beginning to end.”

A Conference Promoting Media Literacy in Young People Today

Friday, April 2, 2004

University of Connecticut

Bishop Center

Storrs, Connecticut

Spring 2004

The Northeast Media Literacy Alliance and the Neag School of Education, University of Connecticut in conjunction with the national Alliance for a Media Literate America and the Action Coalition for Media Education present:

Children, Youth, and the Media

Empowering Children and Youth to Grow from Being Critical Consumers of Media to Being Communicators through the Media.
Why is Media Literacy Important Today?

Young people are bombarded continuously with mass media messages including over 1,500 advertisements every day, from television, radio, movies, video/computer games, Internet, music CDs, billboards, newspapers, magazines, clothing, packaging and marketing materials. Many of these messages include much violent and sexual content that is usually attractive to young people as they are largely the intended target audience. Daily exposure to the many forms of mass media has a tremendous impact upon thinking, values, purchases, and actions. Growing concern among parents, teachers, pediatricians, counselors, religious leaders, and health care and juvenile justice workers has clearly pointed to a need for open discussion, the sharing of experiences and concerns, and the planning of strategies to cope with the huge, and often negative, impact of the mass media upon our young people. Although much media content is negative, there are many important positives that need to be explored, not the least of which is the potential for today’s technologically focused young people to effectively and creatively communicate through the many media forms that are so attractive to them.

“People Today: Promoting Media Literacy—A Conference

Children, Youth, and the Media

A one-day conference for teachers, health care professionals, counselors and prevention specialists, media leaders, parents, and others interested in exploring the great impact of today’s mass media upon young children and youth.

Visit us on-line at http://medialiteracy.education.uconn.edu

Registering for the conference is limited so please register early.

Registration fee $85.00 (includes continental breakfast, buffet lunch, and parking)

Fee Envelope $__________

For further information about logistics, contact Professional Studies at 860-486-3231.

Don Wass

Award winning high school art teacher with cross-curriculum grade 7-12 students’ creative visual expressions in the virtual reality 3-D world of media imaging

Lesley Johnson

Media literacy author, curriculum writer, staff development trainer, technology education integration evaluator/researcher, filmmaker, media production

See updates online for additions and individual background information

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“The television commercial is the single most substantial source of values to which the young are exposed.”

Neil Postman

“Whoever has the world at his feet has the world by the throat. Television doesn’t just represent the world to us, it increasingly drives in which we live.”

Jean Baudrillard

This conference will focus on three key areas:

1. Young people are bombarded continuously with mass media messages including over 1,500 advertisements every day, from television, radio, movies, video/computer games, Internet, music CDs, billboards, newspapers, magazines, clothing, packaging and marketing materials. Many of these messages include much violent and sexual content that is usually attractive to young people as they are largely the intended target audience. Daily exposure to the many forms of mass media has a tremendous impact upon thinking, values, purchases, and actions.

2. Growing concern among parents, teachers, pediatricians, counselors, religious leaders, and health care and juvenile justice workers has clearly pointed to a need for open discussion, the sharing of experiences and concerns, and the planning of strategies to cope with the huge, and often negative, impact of the mass media upon our young people. Although much media content is negative, there are many important positives that need to be explored, not the least of which is the potential for today’s technologically focused young people to effectively and creatively communicate through the many media forms that are so attractive to them.

3. The complete conference program with updates will be found on-line at our website.

http://medialiteracy.education.uconn.edu

“Refunds and Cancellations The registration fee is fully refundable up to three days prior to the day of the conference. Registrants who do not cancel are subject to the entire fee. Participant substitutions may be made at any time.”

PROGRAM SCHEDULE—Friday, April 2

8:00–8:45 Registration, Continental Breakfast
8:45–9:00 Welcome, Introductory Remarks, Conference Details
9:00–10:00 Opening Keynote Address
10:00–10:15 Coffee Break
Exhibits open 10:00-5:00
Film Screenings 10:30-5:00
10:15–11:15 Session I Workshops
11:15–12:15 Session II Workshops
12:15–1:00 Buffet Lunch and Exhibits
1:30–2:30 Second Keynote Address
2:00–3:00 Session III Workshops
3:00–5:15 Break, Refreshments
3:15–4:15 Session IV Workshops
4:15–5:15 Summary Panel Discussion
5:15–6:15 Social Hour

Refunds and Cancellations

The registration fee is fully refundable up to three days prior to the day of the conference. Registrants who do not cancel are subject to the entire fee. Participant substitutions may be made at any time.

Applications: Overnight accommodations are at participants’ expense and will be available on campus at the Nathan Hale Inn. Please call the hotel directly at 860-427-7884, to make reservations. Be sure to specify that you are attending the Media Literacy Conference.

Meals: In order to promote greater communication among conference leaders and participants, continental breakfast and buffet lunch will be provided on site for all registered attendees.

Accommodations: Overnight accommodations are at participants’ expense and will be available on campus at the Nathan Hale Inn. Please call the hotel directly at 860-427-7884, to make reservations. Be sure to specify that you are attending the Media Literacy Conference.

MEET THE SPEAKERS

• View creative, frontier media projects on-line at our website
• Explore publications and other media literacy-related materials with key publishers
• View creative, frontier media projects through the many media forms that are usually attractive to young people as they are largely the intended target audience. Daily exposure to the many forms of mass media has a tremendous impact upon thinking, values, purchases, and actions. Growing concern among parents, teachers, pediatricians, counselors, religious leaders, and health care and juvenile justice workers has clearly pointed to a need for open discussion, the sharing of experiences and concerns, and the planning of strategies to cope with the huge, and often negative, impact of the mass media upon our young people. Although much media content is negative, there are many important positives that need to be explored, not the least of which is the potential for today’s technologically focused young people to effectively and creatively communicate through the many media forms that are so attractive to them.

http://medialiteracy.education.uconn.edu

Registration is Easy!

Registrations will be confirmed in writing. Please photocopy this form for multiple registrations.

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Children, Youth, and the Media April 2, 2006

XWP-128-00-1-2238

Name ____________________________

Organization ____________________________

Street ____________________________

City____________________State___Zip___________

Email Address is:

Daytime Phone (        )_________________________

Evening Phone (       )_________________________

Card Number___________________________

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Cardholder’s Signature

(Must be signed on reverse of card)

Fee Enclosed $_________________________

I am a qualified media literacy leader.

If paying by credit card, you may register by checking on-line for latest details

If paying by check or money order payable to UCONN

$85.00 (includes continental breakfast, buffet lunch, and parking)

Exp. Date:______________________________

Cardholder’s Signature

I am a qualified media literacy leader.

If paying by check or money order payable to UCONN

$85.00 (includes continental breakfast, buffet lunch, and parking)

Mail: Conference Services, One Bishop Circle, Unit 4056, Storrs, Connecticut 06269-2033

Conference Details

Conference Details

Send to:

Name ____________________________

Street ____________________________

City____________________State___Zip___________

Email Address is: ____________________________

Phone (        )_________________________

Fax ____________________________

Contact:

Name ____________________________

Organizations ____________________________

Address ____________________________

City____________________State___Zip___________

Email Address is: ____________________________

Phone ____________________________

Fax ____________________________

Card Number___________________________

Exp. Date:______________________________

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