

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 also 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 and to provide opportunities for young people to express themselves and communicate through their own production of media in a positive manner. 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 is Needed!
- 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
- Innovative Media Dimensions for Art, Music, and Fine Arts Leaders
- The Depiction of the Disabled in Film and the Mass Media
- Integrating ML into Existing School Curriculum and Health Education Programs
- The Connection between Big Media and Big/Fast Foods
- Media Literacy and Minorities, the Underrepresented, and Special Interest Groups
- Violence and Sex in Television: 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!
- Helping Students Understand Their Pop Culture Choices through the Mass Media
- Making Media Literacy Education Part of Teacher Education Preparation Programs
- Media Activism: What Can You Do?

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 15, 2005

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Storrs, Connecticut

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

Spring 2005

Growing Up in a Mass Media World



A Conference
Promoting
Media Literacy
in Young People
Today

Friday, April 15, 2005

University of Connecticut
Bishop Center
Storrs, Connecticut

Empowering Children and Youth to Grow from Being Critical Consumers of Media to Being Effective Communicators through the Media.

 University of
Connecticut
Neag School of Education

Growing Up in a Mass Media World

A Conference Promoting Media Literacy in Young People Today

Friday, April 15, 2005

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 online at <http://medialiteracy.education.uconn.edu>



- Join top U.S. and international spokespersons and workshop leaders to discuss the importance of media literacy today

- Learn practical ways to incorporate media literacy concepts, methods, and materials into school, health, and community programs

- View powerful films and tapes on health issues, such as alcohol, smoking, drug abuse, teenage values, etc. through conference screenings

- Explore publications and other media literacy-related materials with key publishers

- View creative, frontier media projects by today's technologically-savvy youth

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! Such daily exposure to the many forms of the 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. This conference addresses many key issues and their implications for today and the future.

International, National, and Regional Conference Leaders

Headlining this timely conference are two dynamic keynote speakers:

Dr. Juliet Schor is author of **"Born to Buy - The Commercialized Child and the New Consumer Culture"** as well as the award-winning author of **"The Overspent American"** and **"The Overworked American."** She is a recognized expert and social analyst on consumerism, economics, and family studies and teaches at Boston College. Dr. Schor has been described as a keen observer and critic of American commercialism and marketing for children and the impact upon them mentally, physically, and spiritually.

Dr. David Mindich is author of **"Tuned Out - Why Americans Under 40 Don't Follow the News"** and **"Just the Facts: How 'Objectivity' Came to Define American Journalism."** As a former assignment editor and writer for CNN, The Wall Street Journal, New York Magazine, and Baltimore Sun, Dr. Mindich is deeply concerned about the greatest decline in informed citizenship in U.S. history as more and more young people turn their backs on political news, coupled with the powerful lure of entertainment and decline in reading serious journalism.

PROGRAM SCHEDULE—Friday, April 15

8:00–8:45	Registration, Continental Breakfast
8:45–9:00	Welcome, Introductory Remarks, Conference Details
9:00–10:00	Opening Keynote: Dr. Juliet Schor "How Commercial Culture is Undermining Children's Well-Being"
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 (check online for latest details)
11:25–12:25	Session II Workshops
12:25–1:10	Buffet Lunch and Exhibits
1:10–2:10	Keynote: Dr. David Mindich "Why Americans Under 40 Tune Out the News and What We Must Do to Combat the Trend: A Challenge to Media Literacy Advocates"
2:15–3:15	Session III Workshops
3:15–3:25	Break, Refreshments
3:25–4:25	Session IV Workshops
4:30–5:10	Summary Panel Discussion
5:10–6:00	Social Hour

Workshop leaders include:

Faith Rogow - Former President, Alliance for a Media Literate America, workshop leader, frequent keynote speaker, specialist in early childhood and media literacy and bridging the gap between research and practice.

Rob Williams - President, Action Coalition for Media Education, instructor, filmmaker, activist, and former Curriculum Director of the widely recognized New Mexico Media Literacy Project.

Frank Baker - Well-known national media literacy educator, workshop director, educational TV leader, and prolific provider of timely Internet media literacy resources.

Don Wass - Award-winning high school art teacher with cross-curricula grade 7-12 students' creative visual expressions in the virtual reality 3-D world of media imaging.

Mike Gange - Long time Canadian media studies teacher, reviewer, and writer focusing on classroom writing activities to help students critically examine their own culture in music, movies, games and books.

Dr. Gil Fuld - Pediatrician, writer, radio host, long interested in studying the influence of media on children's health, currently Chair of the American Academy of Pediatrics' Section on Media.

Dr. Katherine Clarke-Pearson - Pediatrician, expert on the extensive exposure of children and teens to the mass media, parents' views on media's effects on their kids, and on practical media literacy tips that work for families.

Elise Klein - Teachers Against Prejudice - interweaving documentary footage with popular films, TV, other media and literature to raise consciousness, critical thinking, and social empathy of students for civil rights and civil liberties.



CEU Credit will be given for teachers and others qualified to earn CEUs.

The complete conference program with updates will be found online at our website

<http://medialiteracy.education.uconn.edu>

"The media have transformed the very nature of our lives. Television doesn't just represent the world to us, it increasingly defines the world in which we live."

Jean Baudrillard

For more complete and updated information and schedule, visit our conference website at <http://medialiteracy.education.uconn.edu>

or contact:

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Neag School of Education Unit 2033
Storrs, CT 06269-2033
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860-486-0290

For further information about logistics, contact Professional Studies at 800-622-9905 or 860-486-3231.

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.

Accommodations: Overnight accommodations are available at participants' expense for \$99 plus taxes, on campus at the Nathan Hale Inn and Conference Center. Please call the Inn directly to make reservations at 860-427-7888. Be sure to specify that you are attending the Northeast 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.

Registration is Easy!

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

Growing Up in a Mass Media World

April 15, 2005

XPW-160-01-2897

Name _____
(Name as it will appear on your certificate, if applicable. Please print clearly)

SS# _____ / _____ / _____
(Optional: Will be used only as your student identification number)

Organization Name _____

Mailing Address is: Organization Home

Mailing Address _____

City _____ State _____ Zip _____

Daytime Phone () _____

Evening Phone () _____

Email Address _____

Email Address is: Organization Home

Please list any special needs you may have:

Registration for the conference is limited so please register early.

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

\$40.00 Students (with I.D.)

Fee Enclosed \$ _____

METHOD OF PAYMENT

Enclosed is a check or money order payable to UCONN

Purchase Order # _____

MasterCard VISA Discover

If paying by credit card, you may register by phone, fax or online.

Card Number _____

Exp. Date: _____

(Cardholder's Signature)

PHONE: Call 1-800-622-9905 or 860-486-1052. Please have a MasterCard, VISA or Discover ready.

FAX: Dial 860-486-5221. Don't forget to complete your MasterCard, VISA or Discover authorization.

MAIL: Complete your registration form, enclose payment in full, and mail to: University of Connecticut, Conference Services, One Bishop Circle, Unit 4056, Storrs, CT 06269-4056

ONLINE: continuingstudies.uconn.edu