

# 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 Technologically-Savvy Youth
- What We Can Learn from Local and Regional Media Literacy Programs
- Popular Culture as Reflected in Music, Art and Theater
- Helping Students Understand Their Pop Culture Choices through the Mass Media
- The Depiction of Bullying and the Mass Media
- Teachers Discover the Power of Media Education in Their Curriculum
- Media Representations of Alcoholism and Tobacco Use
- Using Media Literacy to Meet State Teaching Standards
- Media Literacy and Minorities, the Underrepresented, and Special Interest Groups
- Violence and Sex in Television, Video Games, and Films: 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
- Integrating Media Literacy in Teacher Education Programs

## 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."

"Really great conference and I was glad to see such a diverse group of people from various professions."

"Excellent workshops, wonderful spirit from beginning to end."

A Conference Promoting Media Literacy in Young People Today

Friday, March 31, 2006

University of Connecticut  
Bishop Center  
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:

*The Fourth Annual  
Northeast Media Literacy Conference*

*Spring 2006*

# Rethinking Media Literacy in a Changing Youth Culture



A Conference Promoting Media Literacy in Young People Today

Friday, March 31, 2006

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

# Rethinking Media Literacy in a Changing Youth Culture

A Conference Promoting Media Literacy in Young People Today

Friday, March 31, 2006

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 national and regional 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.

## National and Regional Conference Leaders

Headlining this timely conference are two dynamic keynote speakers:

**Dr. William Kist** is author of *New Literacies in Action: Teaching and Learning in Multiple Media*, chosen as a National Council of Teachers of English Select Book and nominated for the Edward Fry Book Award by the National Reading Conference. He is an avid researcher, video/film writer/producer, and expert on alternative literacies and using multimedia techniques with students of all abilities and backgrounds.

**Dr. Diane Levin** is author of *Teaching Young Children in Violent Times: Building a Peaceable Classroom* and *Remote Control Childhood? Combating the Hazards of Media Culture*. She is an internationally recognized expert in helping professionals and parents deal with the effects of violence, media and commercial culture on children.

### PROGRAM SCHEDULE—Friday, March 31

8:00–8:45	Registration, Continental Breakfast
8:45–9:00	Welcome, Introductory Remarks, Conference Details
9:00–10:00	<b>Opening Keynote: Dr. William Kist</b> "Rethinking Literacy: New Literacies in Our Schools and the Changing Youth Culture"
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 <i>(check online for latest details)</i>
11:25–12:25	Session II Workshops
12:25–1:10	Buffet Lunch and Exhibits
1:10–2:10	<b>Keynote: Dr. Diane Levin</b> "Remote Control Childhood - Rethinking How We Meet Children's Needs in Today's Media Culture"
2:15–3:15	Session III Workshops
3:15–3:25	Break, Refreshments
3:25–4:25	Session IV Workshops
4:30–5:10	<b>Panel Discussion:</b> "Rethinking Media Literacy Priorities and Focus in a Changing Youth Culture"
5:10–6:00	Social Hour

## Workshop leaders include:

**Frank Baker** - well-known national media literacy educator, workshop director, and prolific provider of timely Internet media literacy resources. His 1999 national study helped educators nationwide justify media literacy education.

**Lynda Bergsma** - President, Alliance for a Media Literate America, leading health educator at the University of Arizona, researcher on the impact of media culture on public health issues and prevention strategies related to tobacco and alcohol use and abuse.

**Antonio Lopez** - journalist, media producer, leader in youth and culturally specific media literacy for people of color, content provider for groundbreaking Spanish language media and health CD-ROM produced by the New Mexico Media Literacy Project, *Medio y Remedios*.

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

**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.

**Petra Hesse** - a human development leader at Wheelock College specializing in children's media for teachers and human services professionals, curriculum development, and integrating media understanding in K-12 state frameworks in New England.

**Lisa Goldman** - teacher and coordinator of high school gifted programs, sponsor of innovative service learning media literacy and activism program, *The Voice*, featured on Nick News with Linda Ellerbee.

**Kendra Olson Hodgson** - media literacy workshop leader, former teacher, co-producer of film, *Captive Audience: Advertising Invades the Classroom*, and marketing specialist at Media Education Foundation.



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

The complete conference program with updates can 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:

**Dr. Thomas B. Goodkind**,  
Conference Coordinator  
Professor of Curriculum & Instruction  
University of Connecticut  
Neag School of Education Unit 2033  
Storrs, CT 06269-2033  
[thomas.goodkind@uconn.edu](mailto:thomas.goodkind@uconn.edu)  
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, less a \$30 processing fee, is refundable for those that cancel their registration 3 business days prior to the conference. After that time, no refund is available.

**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.

**Rethinking Media Literacy in a Changing Youth Culture**  
March 31, 2006 XPW-163-02-1102

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  
 \$95.00 (includes continental breakfast, buffet lunch, and parking).

\$45.00 Students (with I.D.)

Fee Enclosed \$ \_\_\_\_\_

### METHOD OF PAYMENT

- Enclosed is a check or money order payable to UCONN
- Purchase Order # \_\_\_\_\_
- MasterCard  VISA  Discover
- Diners International

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

Card Number \_\_\_\_\_

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PHONE: Call 1-800-622-9905 or 860-486-3231. Please have a MasterCard, VISA, Discover or Diners International card ready.

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

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