

# 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 30, 2007

University of Connecticut  
Bishop Center  
Storrs, Connecticut

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

*The Fifth Annual  
Northeast Media Literacy Conference*

*Spring 2007*

# The Mass Media, Children, and Values



A Conference Promoting Media Literacy in Young People Today

Friday, March 30, 2007

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

# The Mass Media, Children and Values

A Conference Promoting Media Literacy in Young People Today

Friday, March 30, 2007

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. Sharon Lamb** is author of *The Secret Life of Girls* and co-author of *Packaging Girlhood*. Sharon is a well-known clinical psychologist, an expert on girls and sexuality, aggression, and the media, and a researcher in the area of abuse and victimization.

**Jackson Katz** is author of *The Macho Paradox* and is well-known for his timely films, including *Tough Guise: Violence, Media, and the Crisis in Masculinity and Wrestling with Manhood*. Jackson is a leading anti-sexist male activist, gender violence prevention educator, author, and filmmaker.

### PROGRAM SCHEDULE—Friday, March 30

8:00–8:45	Registration, Continental Breakfast
8:45–9:00	Welcome, Introductory Remarks, Conference Details
9:00–10:00	Opening Keynote: Dr. Sharon Lamb "Packaging Girlhood: The Media Effects on Girls' Identity and Values"
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	Keynote: Jackson Katz "Mixed Messages About Manhood: The Impact of Today's Media Culture on Boys and Their Values"
2:15–3:15	Session III Workshops
3:15–3:25	Break, Refreshments
3:25–4:25	Session IV Workshops
4:30–5:10	Panel Discussion: "The Mass Media and Values: Whose Values? Implications for the Future"
5:10–6:00	Social Hour



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>

Workshop presenters include key leaders in education, communication, pediatrics, health organizations, media production, youth and human services, social work and justice, marketing, film production, journalism, the arts, and technology. Presenters include:

**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.

**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.

**Renee Hobbs** – one of the nation's leading authorities on media literacy education, with numerous award-winning curriculum materials, videos, and multimedia for K-12 classrooms, and research on the impact of media literacy education on reading comprehension and critical text analysis skills.

**Lynda Bergsma** – President, Alliance for a Media Literate America, leading health educator at 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.

**Kendra Olson Hodgson** – versatile media literacy workshop leader, former teacher, co-producer of several films, including *Captive Audience: Advertising Invades the Classroom*, and is the Marketing Director at the Media Education Foundation.

**Kurt Love** – specialist in the news media and its conflicting portrayal of science content where issues related to human health and global warming are exploited more as entertainment rather than as dialogue in which the audience can participate.

**Bill Farr** – teacher, professor, former state reading consultant, and expert on critical literacy learning that helps young readers to critically judge various texts' meanings but also to move beyond the mass media messages to real understanding.

**Mike Gange** – award-winning Canadian high school media literacy teacher, writer, reviewer, and broadcaster, recognized as a top educator by the Prime Ministers Award for Teaching Excellence.

**Carolyn Lin, David Atkins, Diana Rios** – communication science educators and researchers specializing in how media coverage and portrayals of gender and racial issues/groups contribute to the cultural socialization process, values, and behavior of young people today.

**Tim McGee** – a leader in digital and instructional design promoting the multiliteracy skills of students to better prepare them for the new world of work. Research includes the intersections of Artificial Intelligence and Language Arts curricula.

"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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Conference Coordinator  
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860-486-0290

For further information about logistics, contact the Academic Partnerships and Special Programs office at 800-622-9905 or 860-486-3231.

Refunds and Cancellations: The registration fee, less a \$35 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 \$109 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.

## The Mass Media, Children and Values

March 30, 2007 XPW-167-03-1068

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, fax, mail, online or in person.

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

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(Cardholder's Signature) \_\_\_\_\_

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

FAX: Dial 860-486-0272. Remember to complete your credit card authorization.

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

ONLINE: [continuingstudies.uconn.edu](http://continuingstudies.uconn.edu)

IN PERSON: At our Student Services Office, Room 114, Bishop Center, Storrs campus from 8:30 a.m. to 4:30 p.m., Monday through Friday.