

# 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 Mass Media and Privacy
- 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
- International Perspectives on Media Literacy



### A Conference Promoting Media Literacy in Young People Today

Friday, April 11, 2008

University of Connecticut  
Bishop Center  
Storrs, Connecticut

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University of Connecticut  
Center for Continuing Studies  
Academic Partnerships and Special Programs  
One Bishop Circle, Unit 4056  
Storrs, CT 06269-4056

## 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."

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 Sixth Annual  
Northeast Media Literacy Conference*

*Spring 2008*

# The New Media Literacies for Today's Plugged-In Generation



A Conference Promoting Media Literacy in Young People Today

Friday, April 11, 2008

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 New Media Literacies for Today's Plugged-In Generation

A Conference Promoting Media Literacy in Young People Today

Friday, April 11, 2008

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 DVDs on health issues, such as obesity, 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. Increasingly, recent developments in technology have added blogs, YouTube, MySpace, podcasts, and cell picture phones to the list. Many of the 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. 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.

Our 6th annual conference focuses on some of the new media literacies, their needs and realities, in light of today's rapidly changing technologies as well as their impact upon and growing involvement of our children and youth.

## National and Regional Conference Leaders

Headlining this timely conference are two dynamic keynote speakers:

**Dr. Michael Wesch**, a cultural anthropologist and digital ethnographer, produced a video on YouTube, *Web 2.0, the Machine is Using Us*, dramatically showing how the Web is changing how we communicate and how fast, has authored a new film, *A Vision of Students Today*, and a timely blog, *Digital Ethnography*.

**Anastasia Goodstein**, author of *Totally Wired – What Teens and Tweens Are Really Doing Online*, is an award-winning blogger and often-quoted expert on American tweens, teens and early twentysomethings. Her blog, *Ypulse.com*, reaches a highly influential audience of agency, brand and media executives as well as social marketers trying to reach youth.

### PROGRAM SCHEDULE—Friday, April 11

8:00–8:45 Registration, Continental Breakfast

8:45–9:00 Welcome, Introductory Remarks, Conference Details

9:00–10:00 **Opening Keynote: Dr. Michael Wesch “Mediated Cultures: Beyond Media Literacy”**

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: Anastasia Goodstein “Understanding Totally Wired Teens: The Importance of Media Literacy in Today's Digital Landscape”**

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 Totally Wired Generation and Its Impact Upon Communication, Priorities, and Values: Implications for the Future!”

5:10–6:00 Social Hour

**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 producers, journalism, the arts, and technology:

**Dr. Kathleen Clark-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.

**Kendra Olson Hodgson** – media literacy 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.

**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, and broadcaster, recognized as a top educator by the Prime Ministers Award for Teaching Excellence.

**Camille Fisher** – teacher, educational consultant, and expert on the media's powerful musical icons of current and past pop cultures and the sub textual messages that have influenced young people and their values.

**Dr. Jack Fong** – Chairman, Department of Pediatrics, Danbury Hospital, longtime leader in media literacy among the medical profession, expert on nutrition and obesity among the young and advocate for nutrition literacy.

**Dr. Gil Fuld** – national leader in media literacy representing the AAP (American Academy of Pediatrics) and its programs, Washington activities with Congress and regulating agencies, policy statement for pediatricians, working with other professional leaders, and new media activities for the young and parents.

**Andrea Quijada** – a specialist in media representations of Latinos, whose U.S. population is growing four times faster than the nation at large with advertising budgets to Latinos doubling and tripling as corporations view this growth in terms of dollars. An historical overview of Latinos in visual media and current media representations of Latino communities.

**Rob Williams** – national media education leader, professor media studies courses, President of national Action Coalition for Media Education (ACME), and media education/video producer.

**Melda Yildiz** – media researcher and teacher educator, expert on developing media literacy skills in teacher candidates through integrating media production and Web 2.0 technologies into the curriculum, particularly with limited resources.

**Catron Allred** – a top educator in Brazil whose innovative media education project, Media-Logo, emphasizes the role of video dialogue in opening discussion across social classes in Recife and the impact of the media. An unusual perspective on what is happening outside of the U.S. in media education.

“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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Neag School of Education Unit 2033  
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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 who 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 as follows:

- Thursday night April 10 ONLY:  
On campus at the Nathan Hale Inn and Conference Center for \$114 plus taxes.  
Please call the Inn directly at 860-427-7888 for reservations.
- Thursday night April 10 and/or Friday night April 11:  
The Best Western Regent Inn, a few miles south of Storrs. Please call directly at 860-423-8451 or 800-780-7234 for reservations.

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 New Media Literacies for Today's Plugged-In Generation

XPW-171-04-1052

April 11, 2008

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 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 \_\_\_\_\_

Exp. Date: \_\_\_\_\_

(Cardholder's Signature)

PHONE: Call 1-877-892-6264 or 860-486-4905.  
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, One Bishop Circle, Unit 4056, Storrs, CT 06269-4056

ONLINE: [continuingstudies.uconn.edu](http://continuingstudies.uconn.edu), click on conferences

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.