Media Literacy in a Digital Media Age

The Knight Commission recognized that people need tools, skills and understanding to use information effectively, and that successful participation in the digital age entails two kinds of skills: digital literacy and media literacy. Digital literacy means learning how to work the information and communication technologies in a networked environment, as well as understanding the social, cultural, and ethical issues that go along with the use of these technologies. Media literacy is the ability to access, analyze, evaluate, create, reflect upon, and act with the information products that media disseminate.

These literacy skills focus on helping young people, in particular, to not only become more tolerant and critical consumers of media messages and effective users of changing technologies so they can make more informed choices about their health, purchases, interrelationships, and values, but also 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 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 have expanded the guidelines for developing a literate person to include visual literacy and critical consumers of media to being effective communicators through the media.

Digital literacy and media literacy.

A Conference
Promoting Media Literacy
in Young People
Today
Friday, March 25, 2011
University of Connecticut
Bishop Center
Storrs, Connecticut

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.”

Topics Include:

● What is Media/Digital 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

● The Role of Social Media in the Lives of Young People

● 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 Digital/Media Literacy in Teacher Education Programs

● International Perspectives on Digital/Media Literacy

Friday, March 25th, 2011

Northeast Media Literacy Conference

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

The Neag School of Education, in conjunction with the National Action Coalition for Media Education and the National Association for Media Literacy Education, present:

Media Literacy in a Digital Media Age
Media Literacy in a Digital Media Age
A Conference Promoting Media Literacy in Young People Today
Friday, March 25, 2011

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

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 DVDs, billboards, newspapers, magazines, clothing, packaging and marketing materials. Increasingly, recent developments in technology have added blogs, YouTube, MySpace, Facebook, 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.

Technology is a predominant part of young people’s lives. Our 9th annual conference focuses on understanding and closely examining the key relationship between today’s digital media and our expanding media literacy efforts.

Special International Feature
Twenty-four international media and education professionals from 22 nations representing all regions of the world will participate in the conference. They are part of a professional exchange program sponsored by the U.S. Department of State’s International Visitor Leadership Program that is focused primarily on worldwide Media Literacy efforts and is entitled, “Media Literacy: Promoting Civil Society through New Media Technologies.” The diverse group represents university professors, print, broadcast, and on-line journalists, and community activists, NGO leaders, and youth media professionals.

A sampling of fifteen workshop presentations includes wikis, weblogs and web 2.0 tools, pedagogy on the increased use of digital devices on young children’s brain development, and how social media tools can empower civic voice, community, and youth expression.

Internet privacy concerns, toxic media – sex, violence, and terms, analyzing media sports texts, Facebook as a tool, immersive action and virtual worlds, what cool kids are watching, computers that eat dust, and critical thinking strategies for multi-platform IV series.

For an up-to-date list of presenters and workshops, please access our conference website periodically at http://medialiteracy.education.uconn.edu

National and International Conference Leaders
Headlining this timely conference are two dynamic keynote speakers:

**Marc Prencsky** — nationally recognized speaker, educator, technology researcher/developer, and author of Digital Natives, Digital Immigrants, Digital Game-Based Learning: Don’t Bother Me Mom – I’m Learning; and The Role of Technology in teaching and in the Classroom.

**Renee Hobbs** — well known media literacy expert, Temple University educator, and author of the recent landmark national white paper presented in Washington.

Digital Literacy and Media Literacy: A Detailed Plan – for promoting these essential life skills for policymakers, educators, and community advocates.

PROGRAM SCHEDULE—Friday, March 25

8:00–8:45 Registration, Continental Breakfast

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

9:00–10:00 Opening Keynote: Renee Hobbs, “How to Bring Digital and Media Literacy to All Americans in Ten Easy Steps”

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 (best route for lunch area)

11:25–12:25 Session II Workshops

12:25–1:10 Buffet Lunch and Exhibits

1:10–2:10 Session III Workshops

2:15–3:15 Session IV Workshops

3:25–4:25 Session IV International Panel Presentation and Discussion

International Perspectives and Programs in Digital and Media Literacy – What We Can Learn from Each Other”

4:30–5:10 Summary Panel Discussion: “Determining Media Literacy Priorities and Strategies in the Expanding Digital Media Age”

5:10–6:00 Social Hour

For complete and updated information and schedule visit our conference website at http://medialiteracy.education.uconn.edu or contact:

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Professor of Curriculum & Instruction
University of Connecticut
Norwich, CT 06360-2033
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For further information about logistics, contact the Academic Partnerships and Special Programs office at 800-622-9905 or 860-486-5290.

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 March 24 and/or Friday night March 25:
On campus at the Nathan Hale Inn and Conference Center for $125 (may include tax. Please call the Inn directly at 860-427-7884 for reservations.

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.

METHODOLOGY
In an effort to increase security and prevent identity theft we have changed our payment methods. Please choose one of the methods below:

• Check enclosed payable to UConn

• Purchase Order #

MAIL: Complete your registration form, enclose payment in full, and mail to: University of Connecticut, Student Services Office, One State House Circle, 3181 Wyllys Ave, Storrs, CT 06269-2033.

EMAIL: Visit our conference website at http://medialiteracy.education.uconn.edu and register online or pay by credit card (VISA, MasterCard, Discover or Echeck International).

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

SEcURED FAX: Dial 860-486-0272. Do not forget to complete your credit card authorization.

Registration is Easy!

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

“...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