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on-line review

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editorial

Dear readers,

we think that the question „which media and e-skills are necessary for the children in their future work-life?" is of importance for parents, teachers and educators. Although not all skills shall be measured according to economic standards and their „usefulness" for the economy and the corporate world – still it is important to discuss which are the relevant skills which today's pupils are going to need in order to find their way in the working environment of the future.

The use, critical assessment and the ability to produce media in more and more contexts is without any doubt a highly relevant topic for ecml, the European Center for Media Literacy. But we are talking about different kinds of literacies which are necessary for living in the 21st century; there are civic literacy, scientific literacy, technological literacy, visual literacy, mulitcultural literacy, digital literacy and many more. Expanding the concept of literacy has indeed consequences for educators in the classroom and these shall be discussed in workshops organised in the ecml framework – you can read more about them in the „news" section of this emlr.

Furthermore, we are currently reflecting on the necessity to provide local and national networking – the proud title „European Center for Media Literacy" announces to work in the European context. Still, the contact to national stakeholders is the prerequisite to provide networking and discussion on a European level. For this purpose the localisation of contents was also aimed at. Ecml results are available in English, Spanish, French, German, Italian and Finnish for the dissemination activities in the wider European audience.

We are now starting an additional experiment – well, partly it is already ongoing: we dive into the possibilities of networking via an online community! We use the facilities of the European Schoolnet to provide a platform and give the opportunity to discuss in German, Italian and Finnish with project partners, and we wish to motivate everybody who is interested, to share his or her ideas also with international colleagues in an English forum. If you are interested in posting your ideas to a community and discussing with project moderators as well as your international colleagues: join us at http://community.eun.org/entry_page.cfm?area=1794! Just to illustrate what expects you there: we have opened discussion threads on the gender aspect and ask the question „Does media education come in pink and blue?" - furthermore, we say „Go play games!" and discuss the aspect of gaming, such as learning through games, being „game literate"

and the dangers and threats posed by excessive use of this medium, etc. You are welcome to open any thread that is of interest for you and our moderators will try to provide you with discussion inputs as far as possible!
We are looking forward to experiencing this truly interactive channel.

Elke Dall
Centre for Social Innovation

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news

Media education in Austria: ready for the digital age?

Currently your ec**ml** team is busy organising the national workshops. As you have already been informed in the last newsletters, the Austrian team as well as the Italian, hold their information days in October. First, the workshop **Fit für das digitale Zeitalter!** [which we could roughly translate with „Get ready to work in the digital age!"] is going to be held on October 21, 2005 in Vienna, Austria. For this event we have gained the support of the Austrian Ministry of Science and Education as host. We welcome international guests such as our partner Tapio Varis, who is professor for media education at the University of Tampere in Finland, UNESCO Chair for global e-learning and president of the „Global University System" (GUS). Apart from being fluent in Finnish, English and Spanish, we have also been impressed by his German skills and so we are able to keep the workshop in the national language and nevertheless provide the truly international viewpoints on media literacy and e-skills topics. The second speaker comes from the international organisation CEDEFOP, Franz Gramlinger. The scientific manager of the Center for Social Innovation, Josef Hochgerner, will be moderating an expert panel including Peter A. Bruck (www.medienprofessor.at), Brigitte Hipfl (www.oefeb.at), Peter Littig (www.dekra-akademie.de), Friedrich Moshammer (www.ams.or.at) and Elke Reichel (www.verdi.de).
Participants will have the opportunity to exchange ideas in two parallel workshops: "Media literacy in pedagogical practice" and "E-skills for future professionals".
Info: http://www.zsi.at/symposium
Contact: symposium@zsi.at

Media education in Italy: thumbs up or down?

On 31st October 2005, at the Università Cattolica del Sacro Cuore in Milan, a public of experts and common people will gather to discuss about the situation of media education in Italy. **Vivere, comprendere, insegnare i media: prospettive di educazione ai/con i media** - "Live, understand and teach the media: educational perspectives with and about media" will be the first national workshop organised by the ec**ml** project in Italy, and it may shed a light on the recent discoveries in the ever-changing field of media.

Expectations are high, especially because well-known people in the field of media education will discuss their points of view at the conference. The keynote speakers are Prof. Roberto Giannatelli and Prof. Pier Cesare Rivoltella: the first, as director of MED Medmediaeducation, one of the most eminent institutions for media literacy in Italy, will describe his experience towards a better understanding of what this subject is all about, especially when it comes to consider it as part of school curriculum. MED not only carries out projects with such aims, but also coordinates a 'summer camp' where all those who wish to perfect their skills and broaden their knowledge in media are welcome.
The second is the point of reference for the Italian academic world in the field of communication science, with a deep knowledge on how to improve media skills and teach the influence of such a powerful means of communication on society. Prof. Rivoltella contributed to the foundation of MED and spent considerable efforts into promoting its activity in Italy.

During the various sessions, participants will deal with several aspects of media literacy: from the "Everyday media: influences, critical analyses and reactions" discussion on media and society, a down-to-earth exchange of ideas to help those who do not know much about the impact on media on public up to an approach from the point of view of experts in the session dedicated to the "Educational resources and projects in Italy", where participants will define how this subject can be developed and improved at school.

Another fundamental aspect is the session focused on Italian and European projects on media education and the influence of media in general. To clearly understand what is needed to improve skills in a specific field, it is necessary to look up for examples, this is why projects are the ideal reference. For Italy only, MED association will present its "MENS" project aimed at introducing media literacy in primary school. On an international level, GlocalYouth project concentrates on the effects of media products on young people and their intercultural impact, as well as the benefits of media education, with a special attention on the world Northern and Southern regions. Ch.I.Ps project, which closes the session, delves into the resources needed to focus on media awareness by providing a catalogue of best practices for children, families and teachers.

A workshop is not worth its name without a session entirely focused on the various fields of media (TV, newspapers, adverts) and how to teach them. A three-hour session will involve all participants into a thorough analysis of such aspects, guided by experts from MED association.

Info: http://ecml.pc.unicatt.it/italian/events/workshop/subscribe.htm

Contact: info@ecml-eu.org

All results and a more detailed description of activities will be presented in the next issue of the emlr, so keep an eye on your mailbox!

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articles

Get ready to work in the digital age!

The requirements in media literacy on the future professionals are also formulated by the economy. The e-skills needed range from very specialised know-how of multimedia designers and programmers to the general literacy level that is now expected from every adolescent. Therefore it is important to ask which are the relevant skills required by the future working environments and the economy from today's pupils and to think about ways to achieve them.

New Literacies and e-Learning competences

by Tapio Varis, professor and chair of media education, University of Tampere, Finland, and UNESCO Chair for global e-learning

The new learning possibilities require new literacies and e-Learning consequences which are central challenges both world-wide and regionally. This article describes the different kinds of literacy, the challenges of 21st century literacies and provides suggestions for being a competent e-Learning team.

The article is available in several languages on the elearningeuropa.info platform

http://www.elearningeuropa.info/index.php?page=doc&doc_id=595&doclng=1 (English version)

Technology Everywhere – A Campus Agenda for Educating and Managing Workers in the Digital Age

by Hawkins, Brian L., Julia A. Rudy, and William H. Wallace, Jr. (editors) – A publication of EDUCAUSE

The publication from the United States discusses several aspects such as

Information Technology Jobs and Skill Standards

Technology Across the Curriculum: Information Literacy and IT Fluency

Economic Development Partnerships to Close the Gap
all chapters can be accessed from this webpage:
http://www.educause.edu/content.asp?page_id=5748&bhcp=1

enGauge - 21st Century Skills

by the North Central Regional Educational Laboratory and the Metiri Group (US)
Literacy in the Digital Age is the subtitle of a report (also available as an 8-page-short summary).
http://www.ncrel.org/engauge/skills/engauge21st.pdf
http://www.ncrel.org/engauge/skills/skillsbrochure.pdf (summary)

Educating for the Media and the Digital Age

International Conference Report by the Ministry of Education, Science and Culture (A)
Although already several years old, this report about the International Conference "Educating for the Media and the Digital Age" of the Ministry of Education, Science and Culture together with the UNESCO gives a good insight in "Future Strategies of Media Education", explained by various authors describing their national perspective.
http://www.mediamanual.at/en/pdf/educating_media_engl.pdf

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media literacy organisation of the month

European Schoolnet

European Schoolnet is an international partnership of more than 26 European Ministries of Education developing learning for schools, teachers and pupils across Europe. It provides insight into educational use of ICT (information and communication technology) in Europe for policy-makers and education professionals. This is achieved through communication and information exchange throughout school education using innovative technologies, and by acting as a gateway to national and regional school networks.
http://www.eun.org

Projects implemented by European Schoolnet are for example:
– eTwinning: a framework for schools to collaborate on the Internet with partner schools in other European countries (http://www.etwinning.net)
– Xplora: the European gateway for science education (http://www.xplora.org)
– Insight: the observatory for new technologies and education (http://insight.eun.org)
– myEUROPE: a Web-based project which aims to help teachers raise their pupils' awareness of what it means to be a young citizen in Europe (http://myeurope.eun.org)
– Insafe: Europe's Internet safety information resource (http://www.saferinternet.org)
– CELEBRATE: "Context eLearning with Broadband Technologies" was a large-scale demonstration project outlining a pedagogy for the design and use of collaborative and interoperable Learning Objects in integrated learning environments (http://celebrate.eun.org)
– EQO: the European Quality Observatory supporting quality in e-learning, enabling collaboration among users and experts, providing services to support the exchange of Quality Approaches (http://www.eqo.info)
– LIFE: the Learning Interoperability Framework for Europe explores the topic of practice in e-learning interoperability, the state of the art, trends, challenges and important issues to be addressed, guidelines and recommendations for target groups (http://life.eun.org)
– ZAP: a fun educational place for kids and teenagers (http://www.zap.eun.org)
– EUN communities: an online community building tool bringing together communities of teachers and learners from all over the continent (http://community.eun.org/)
– and many more.

Fit für das digitale Zeitalter!
October 21, 2005
Vienna (Austria)
The Austrian ecml partner, the Centre for Social Innovation, organises a national symposium on media competences, e-learning and e-skills from the perspectives of pedagogy and economy. Participants will have the opportunity to exchange ideas in two parallel workshops: "Media literacy in pedagogical practice" and "E-skills for future professionals".
http://www.zsi.at/symposium

new Molodist - Kiev International Film Festival
October 22-30, 2005
Kiev (Ukraine)
Kyiv IFF MOLODIST is dedicated to first professional and student films. The non-competition has numerous informative sections dedicated to the cinema in Ukraine, Eastern Europe and Russia as well as winners of other festivals.
http://www.molodist.com/

Fano International Film Festival
October 24-29, 2005
Fano (Italy)
Fano Film Festival has become a landmark for filmmakers, experts and the specialized press as a significant and qualifying moment for the whole genuine independent national and overseas cinema. Its main aim is to promote the release of films young directors have shot whose innovating, refining, artistic language and meanings are able to express new ideas, themes and subjects. During the event there will also be the chance to participate to workshops, exhibitions by taking part to the world of movies and short films through specialised schools.
http://www.fanofilmfestival.it/englishindex.htm

eP2005 – International ePortfolio Conference
October 27-28, 2005
Cambridge (UK)
ePortfolio will bring together experts and practicioners to present and discuss progress in this rapidly developing field. It is organised by the European Institute for E-Learning (EifEL).
http://www.eife-l.org/portfolio/ep2005

Vivere, comprendere, insegnare i media: prospettive di educazione ai/con i media
October 31, 2005
Milan (Italy)
The Italian ecml node organises an event discussing seval aspects of media literacy. You can find more information in the news section of this emlr!
http://ecml.pc.unicatt.it/italian/events/workshop/subscribe.htm

new Kids Media - Cultural Force or Commercial Cash Cow
November 2, 2005
London (UK)
Children's broadcasting is changing fast. Voice of the Listener & Viewer's (VLV) Conference on Children's Broadcasting will ask whether the needs and interests of children and society are being provided for in today's multi-channel, digital world. Sessions range from why teenagers are neglected, to whether alternatives to television really exist.
http://www.vlv.org.uk

new 10. NET-ELC Jahrestagung
November 4, 2005
Zurich (Switzerland)
The annual symposium of the Network for Educational Technology is held on the E-Learning Campus Schweiz. Presentations and discussions will deal with innovation and didactics in e-learning and the Bologna Process.
http://www.net.ethz.ch/services/net_elc_tagungen

new Children, Youth & Media Conference
November 10, 2005
Toronto (Canada)
The conference organized by the Alliance for Children and Television (ACT) is the only one of its kind to bring together Canada's creators, producers and broadcasters of youth programming. Participants will explore programming trends and share their views on the needs and interests of young people through workshops, discussions and speed-pitching sessions.
http://www.act-aet.tv/english/index.asp

new normale 05
November 10-13, 2005
Graz (Austria)
„Normale" asks question about the influence of multinationals on media production – through ownership of media as well as medias' dependency on advertising.
http://www.normale.at

Innovation and Media: Managing Changes in Technology, Products and Processes
November 11-12, 2005
Stockholm (Sweden)
The main objective of the workshop is to promote discussions on how media companies are currently embracing innovation, the levels at which they are doing so, and how their development needs can be best met in the future.
http://www.ihh.hj.se

new Barcelona International TV Festival - Barcelona, Spain
November 14-19, 2005
The "Festival Internacional de Television de Barcelona", launched in 1997, invites filmmakers of all ages to submit their children and youth productions and participate in the 9th edition of the Barcelona International Television Festival (FITB), which will be held in the Mediterranean city of Barcelona, of course!
http://www.oeti.org/flash.html

YOUKI 2005
November 21-25, 2005
Wels (Austria)
7th International Youth Media Festival
http://www.youki.at/

Kinder und digitale Medien
November 24-25, 2005
Vienna (Austria)
The congress on children and the media is held with high level experts of the Austrian political arena.
http://www.kinderundmedien.at/

11th Online Educa
November 30-December 2, 2005
Berlin (Germany)

The International Conference on Technology Supported Training and Learning will help to better understand e-learning and its role in private and public sectors, at universities, in society; the design, development and delivery as well as future technologies and applications, quality assessment and evaluation, etc.
http://www.online-educa.com/en

new Interlearn 2005
December 1-2, 2005
Helsinki (Finland)
The themes of the conference are Teaching and Learning in the School System, Learning and the Working life, Learning Environments, ICT, Knowledge creation and New Forms of learning, The Societal Dimensions of Learning and New Teachership, Teacher Education.
http://www.interlearn.info/

new Digital Arts and Culture
December 1-3, 2005
Copenhagen (Denmark)
DAC "invites critical examinations of the field of digital arts and culture, which challenge existing paradigms. We call for papers which examine both theoretical and hands-on approaches to digital experiences and experience design.DAC has always been interested in exploring the ways in which digital media do things that traditional media cannot. We believe that the focus on 'experience' in DAC 2005 will illuminate the possibilities of digital media beyond the functional perspectives of 'usability'. What are the aesthetic and cultural implications of digital design as experience?"
http://www.itu.dk/DAC2005

new International Children's Day of Broadcasting: Sport for Development and Peace - Let's Play!
December 11, 2005
UNICEF and the International Academy of Television Arts & Sciences are asking broadcasters around the world to highlight sport as they celebrate this year's International Children's Day of Broadcasting (ICDB). The power of sport as a tool for development and peace is the theme of this year's ICDB, where broadcasters around the world air quality programming for and about children. But most of all, they allow children to be part of the programming process, to talk about their hopes and dreams and share information with their peers.
http://www.unicef.org/icdb

Grenzenlose Cyberwelt? - Digitale Ungleichheit und neue Bildungszugänge für Jugendliche
February 9-11, 2006
Bielefeld (Germany)
The conference deals with the inequality in access to the internet as a central source of information and knowledge. The questions about the prerequisites to participate and to use the democtratic potential of the cyberspace are dealt with from practical and theretical points of view.
http://www.kib-bielefeld.de/tagung/

Multicultural Leraning and Media Literacy in the modern world
May 21-23, 2005
Hämeenlinna (Finland)
The focus is on learning and teaching multicultural competencies, multiculturalism in various perspectives, and media literacy. Tentative topics include culture learning, media literacy, global literacy, understanding and respecting cultures, techniques of communicating via media and interpersonally, success stories of media literacy, culture learning and communication techniques, digital technology and culture learning.
Abstracts (about 5 pages) to be sent by December 15, 2005 to byoma.tamrakar@uta.fi

new 4th International Conference on Communication and Mass Media
May 22-24, 2006
Athens (Greece)
The Athens Institute for Education and Research / ATINER, organizes its 4th international conference on Communication and Mass Media. The aim of the conference is to bring together scholars and students of Communications, Mass Media and other related disciplines.
http://www.atiner.gr/index.php?section=3&subsection=31

Please send information on your events which you want to promote through this newsletter to dall@zsi.at!

		ECML project manager: Elena Murelli
this emlr was compiled by: Centre for Social Innovation Elke Dall	**contact information:** european centre for media literacy www.ecml-eu.org	Università Cattolica del Sacro Cuore, Italy info@ecml-eu.org Phone: +390523599446 Fax: +390523599434
Project Partners		
Università Cattolica del Sacro Cuore, Italy	UTA – University of Tampere, Finland	ZSI – Centre for Social Innovation, Austria