

**emlr**

European media literacy  
on-line review



Issue 1, December 2004

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### **editorial**

**Dear Friends,**

#### **Welcome to the first issue of the ecml newsletter -**

the bimonthly electronic Newsletter of the European Centre for Media Literacy, a project funded by the EC under the eLearning Programme on January 2004.

The newsletter will comprise different recurring sections:

The first one - NEWS - dedicated to the most important facts related to the ecml project and partners.

The second section will briefly report on articles related to media and digital literacy with a link to the full content.

The third section would like to present an organization that has done/developed something interesting our field of interest during the months.

A calendar of upcoming events will close and recap each issue.

The newsletter will be circulated via e-mail as PDF format, as well as posted on the ecml web-site: [www.ecml-eu.org](http://www.ecml-eu.org)

Please note that the next issue will be circulated on 10th February 2005.

If you wish to send us your comments/suggestions/links please send them to [info@ecml-eu.org](mailto:info@ecml-eu.org)

We hope that you will enjoy reading it!

The ecml project coordinator and partners take the occasion to WISH you all HAPPY HOLIDAYS!

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### **news**

#### **ecml launching conference**

European Conference in Media Literacy

The European Centre for Media Literacy - EU-project which is being coordinated by Università Cattolica del Sacro Cuore in Italy and participated by the Centre for Social Innovation in Austria, and Hypermedia Laboratory of the University of Tampere in Finland and Microsoft (EdSG) will organize an international conference on Media Literacy in Tampere University, Finland, on May 26-27, 2005.

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The conference will concentrate on the launching of the European Centre for Media Literacy by making known the findings and orientation of the project but also by discussing broadly with international experts the current issues of and state of art in media literacy, digital competence, educational philosophies, on-line communities, and other issues related to the topic. The discussions will also include a debate on the international PISA research on traditional literacy and the challenge of media literacy to schools.

The role of media literacy is also analysed as a strategic goal for European learning initiatives. The Tampere UNESCO Chair in Global e-learning with applications to multiple domains is being used to circulate the information world-wide.

The keynote speakers include Dr. Liss Jeffrey, Director of McLuhan Global Research Network, and Dr. Paul Lefrere, Executive Director E-learning in Microsoft.

Responsible organizers in Finland are Ms. Marja Heinonen, Director of Hypermedia Laboratory ([marja.heinonen@uta.fi](mailto:marja.heinonen@uta.fi)) and Professor Tapio Varis ([tapio.varis@uta.fi](mailto:tapio.varis@uta.fi)). Coordinator of the ecml project is Dr. Elena Murelli, for general information on the project [www.ecml-eu.org](http://www.ecml-eu.org) and [info@ecml-eu.org](mailto:info@ecml-eu.org).

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## **media literacy database**

The ecml website now offers a database (content repository) with a selection of interesting media literacy articles and links to other important media literacy organisations. It includes an extensive search function. The content repository can be found on the ecml website:

<http://ecml.pc.unicatt.it/services/content/search/index.php>

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## **articles**

### **introduction to media literacy**

What is media literacy and when can we speak of a media literate person? Media literacy expands the basic concept of being able to understand and produce printed text to all forms of communication. The article section of the first issue of emlr will give an overview of various introductory texts of what media literacy is and what it not is.

### **general principles in media literacy**

by Patricia Aufderheide

Patricia Aufderheide outlines eight key concepts of media literacy. What should we keep in mind when we deal with media?

<http://www.newsreel.org/articles/aufderhe.htm#top>

### **the seven great debates in the media literacy movement**

by Renee Hobbs

Media literacy is a comparatively new topic. There are no generally accepted definitions of the concept and there are various opinions of what it should be and how it should be taught. Renee Hobbs, being a 'media literacy pioneer' discusses the 'seven great debates' in her article:

[http://www.medialit.org/reading\\_room/article2.html](http://www.medialit.org/reading_room/article2.html)

### **what media literacy is not**

by the Center for Media Literacy

The last article presented here will, for a change, not concentrate on what media literacy is, but the opposite. A lot of activity takes place under the heading 'Media Literacy'. The text points out experts' opinions of what media literacy should not be:

[http://www.medialit.org/reading\\_room/article380.html](http://www.medialit.org/reading_room/article380.html)

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## **media literacy organisation of the month**

### **media literacy as part of the EC's e-learning initiative**

According to the EU's Lissabon goal Europe should become a knowledge-based society. In order to come closer to that objective the European Commission has started an e-learning initiative. Media literacy is one of the thematic dossiers of the e-learning initiative. Similar to the **ecml** project there are other interesting European media literacy programmes that can also be found on the EC's websites. Apart from the presentation of these projects the websites contain articles and information on funding of projects and national policies:

<http://www.elearningeuropa.info/>

[http://europa.eu.int/comm/education/programmes/elearning/index\\_en.html](http://europa.eu.int/comm/education/programmes/elearning/index_en.html)

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## **events calendar**

Many many events concerning different media literacy issues will take place in the coming months. Here is a selection of conferences and other events sorted by date:

Transmediale.05

February 04-08, 2005

Berlin, Germany

Berlin transmediale is the biggest and most significant festival for art and the creative usage of digital media in Germany. Once a year the festival presents new and outstanding projects in the field of digital culture and provides reflexions on the role of digital technologies in contemporary society. It is a forum of communication for artists, media workers and a broad public interested in arts of vital and still increasing international importance.

<http://www.transmediale.de>

SITE 2005 - Society for Information Technology and Teacher Education

March 1-5, 2005

Phoenix Arizona, USA

SITE 2005 is the 16th annual conference of the Society for Information Technology and Teacher Education and focus the integration of instructional technologies into teacher education programs.

URL: <http://site.aace.org/conf/>

Informationstechnologie und Medienbildung

Frühjahrstagung der DGfE Kommission für Medienpädagogik

April 21-22, 2005

Bremen, Germany

<http://kitkat.informatik.uni-bremen.de/new/dgfe/html/index.php>

European Conference in Media Literacy

May 26-27, 2005

Tampere, Finland

*(see above)*

The conference will concentrate on the launching of the European Centre for Media Literacy (ecml) by making known the findings and orientation of the project but also by discussing broadly with international experts the current issues of and state of art in media literacy, digital competence, educational philosophies, on-line communities, and other issues related to the topic. The discussions will also include a debate on the international PISA research on traditional literacy and the challenge of media literacy to schools.

ZLIN 2005 – 45th International Film Festival for Children and Youth  
 May 29-June 4, 2005  
 Zlin, Czech Republic  
[www.zlinfest.cz](http://www.zlinfest.cz)

3rd international conference on Multimedia and ICTs in Education  
 June 8-10, 2005

Cáceres, Extremadura, (Spain)

mICTE2005 means to promote a multi and inter-disciplinary approach to learning technologies so bringing together specialists from different areas of expertise is a major goal. Researches and professionals in many areas related to education often work disconnected so sharing knowledge and reflection in such a spread community formed by educational researchers, educational consultants, teachers, learning material developers, computer scientists, course managers and courser directors, e-learning-related company managers, programmers, etc. is needed to create new insights and to expand expertise.

This forum also seeks to promote developments in areas at the interface between Technology, Education and Sociology. By sharing experiences, m-ICTE2005 means to describe, on one hand, how governments, universities, schools, and other educational and training institutions are using ICTs in different countries and how these technologies are affecting educational, economical and industry-related fields of the society. On the other hand, m-ICTE2005 will discuss how national and supranational governments are developing strategies to promote the inclusion of ICTs in educational contexts, based on different vision of what future scenarios will be. m-ICTE2005 aims to cover a range of topics which involve agents with many different approach to ICTs in Education.

<http://www.formatex.org/micte2005/>

EDEN - European Distance and E-Learning Network

June 20-23, 2005

Helsinki (Finland)

The EDEN 2005 conference will focus on open, distance and e-learning from the perspective of lifelong learning, with the approach of collaboration and knowledge transfer from all educational sectors, including adult and vocational education. The event will especially address the transversal and intersectoral issues, in particular the role of universities, as well as post-secondary and tertiary further education.'

<http://www.eden-online.org>

ED-Media 2005

June 27– July 2, 2005

Montreal, Canada World Conference on Educational Multimedia, Hypermedia and Telecommunications

URL: <http://www.aace.org/conf/edmedia/call.htm>

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