

emlr

European media literacy
on-line review



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table of content

editorial
news
articles
media literacy organisation of the month
events calendar

editorial

Dear readers,

Media Competence is an expression of great importance in the year 2005. Yes, it has been it before, too, but never as important as today. Why?

First, we live in a more medialized society every day. Besides the traditional media – tv, radio, newspapers – many of us use internet, mobile phone and other electronic devices on a daily basis. Also the time we spend using communication and information technology increases year by years. It is partly because of the usage of the traditional media but also because of the fact that more and more things are getting mediated. The fact is that the people in the western world spend hardly any moment without media. Media Competence is needed to cope with this complex situation.

Second, the paradox of the information society which is built in the point one: In the globalized world created with the help of new information technology and new forms of media, the gap between haves and have-nots in terms of information access has increased. Media Competence is needed to overcome this problem.

Third, the speed of change in our world is breathtaking. E.g. the rapid growth of Internet is stirring many fears. Parents worry that their children might be exposed to hard-core pornography and accosted by pedophiles. Also of concern is who will have access to information in the future. Media Competence helps getting control of the changes.

The truth is that societies have always been affected and transformed by new forms of media. Whether the outcome is seen as good or bad depends, to a great extent, on the viewer's perspective. One way of creating a fruitful perspective is to create genuine dialogue between different groups and cultures.

One step on this road is the international conference “Media Skills and Competence” that will be held in Tampere, Finland on May 26th and 27th. This conference organized by ecml offers a possibility for exchange of views. Media competence will be discussed from many different points of views: news, advertising, games and new technologies in general. The latest research results in the field and the work of the ecml project will also be presented.

As a chairwoman of the organizing committee I wholeheartedly wish you welcome to Finland, Tampere and this exciting and interesting event!

Marja Heinonen - Director - Hypermedia Laboratory/University of Tampere

news

The [ecml Media Skills and Competence Conference](#) will be held in Tampere, Finland May 26-27, 2005.

The conference will concentrate on the launching of the European Centre for Media Literacy by introducing the findings and orientation of the project and by discussing broadly with international experts the current issues of 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 literacies 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 keynote speakers include Dr. Liss Jeffrey, Director of McLuhan Global Research Network, and Dr. Paul Lefrere, Executive Director E-learning in Microsoft. Responsible organizer in Finland is the Hypermedia Laboratory of the University of Tampere. Link to conference website is: <http://www.uta.fi/conference/mediaskills>.

Furthermore please note that on the project website in the [Content Repository](#) the "Guidelines for Media Literacy" and the "Statement of Educational Philosophy" by the [ecml](#) project partners can now be found. Both documents are available in English, Italian, Spanish, German and French.

articles

media education in europe

This issue's main focus is media education. Many European countries have integrated media education into their curricula, but often leave it up to the teachers in how much media literacy education they implement in their classes. Therefore active and committed teachers are necessary when it comes to promoting media literacy in Europe. Here is a selection of media education articles – an overview of what media education is, how far it has been implemented in Europe and finally some practical advice for teachers!

Media Education. A Global Strategy for Development

by David Buckingham

This text, prepared for UNESCO, gives an introduction to media education. What should media education be and which strategies exist of how to implement it in schools? The paper also cites the UNESCO Declaration on Media Education in the Appendix:
http://www.ccsnline.org.uk/mediacentre/Research_Projects/UNESCO_policy.html

Media Education in 12 European Countries: A Comparative Study of Teaching Media in Mother Tongue Education in Secondary Schools

by Andrew Hart and Daniel Süß (Eds.)

This extensive report deals with – as indicated in the title – media education in European schools. The first part gives an overview of the similarities and differences of media education in various countries and goes on to specific countries such as: Belgium, the UK, Finland, Germany, Spain, Russia and many more:

http://www.european-mediaculture.de/fileadmin/bibliothek/english/hart_suess_mediaeducation/hart_suess_mediaeducation.pdf

12 Basic Principles for Incorporating Media Literacy and Critical Thinking into Any Curriculum

by Cyndy Scheibe and Faith Rogow

This brochure is aimed at teachers giving pieces of advice how to realise media education in the classroom:

http://www.ithaca.edu/looksharp/resources_12principles.php

media literacy organisation of the month

educaunet

Educaunet is a “European programme to develop critical awareness of Internet risks through media education”. Children and young persons should be able to act responsibly and independently when they are using the Internet. It also contains information for parents and lots of action for youths. Teachers can find student work sheets which can be used in the classroom. The programme can be viewed in various languages: English, German, Greek, French, Danish and Portuguese – the contents are also adapted for the specific countries.

<http://www.educaunet.org/>

events calendar

new WBE-2005 – International Conference on Web-Based Education

February 21-23, 2005

Grindelwald (Switzerland)

WBE 2005 is aimed to provide scholars, faculty, researchers, and administrators in all web-based educational areas with an excellent opportunity to convene with colleagues from approximately 50 countries and discuss innovative ideas, results and outcomes of research in this new and exciting field.

<http://www.iasted.com/conferences/2005/switzerland/wbe.htm>

SITE 2005 - Society for Information Technology and Teacher Education

March 1-5, 2005

Phoenix Arizona (US)

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.

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

new Wales One World Film Festival and Tour (WOW!4)

March 4- April 6, 2005

several locations in Wales

By touring films to all parts of Wales, WOW! provides an opportunity for people in relatively remote areas to celebrate diversity through the arts. The festival also run a daytime programme of film education activities for local schools and colleges.

new Digimedia 2005 - Multimedia Uses in Education and Entertainment for Children

March 7-8, 2005

Cairo (Egypt)

This conference aims to exchange information on all aspects of design for children including education, e-learning and entertainment fields. It is the second international digital media conference organised by the Information Technology Institute, a national institute providing specialized software development programs and professional training programs for the Egyptian government, ministries, and local decision support centers.

<http://www.digimedia.gov.eg>

new Malmö International Children and Young People's Film Festival

March 8-13, 2005

Malmö (Sweden)

BUFF 2005 – 100 films are screened to an audience of 14.000 kids during five days at Swedens official Children and Young People's Film Festival, 1.000 adults take part in the seminars and debates regarding education, production and distribution.

<http://www.buff.se>

new ICMTL 2005 - International Conference on Methods and Technologies for Learning
March 9-11, 2005
Palermo (Italy)

The aim is to address the main issues concerned with evolving learning methodologies and technologies to support distance learning processes in bringing together researchers, academicians, professors, educational scientists and technologists in all areas of ICT in education who are interested in exploring methodologies and systems and sharing current research in education and training technologies.

<http://icmtl.pa.itd.cnr.it>

new CCFC's 4th Annual Summit: Consuming Kids: Predatory Marketing, Health and Policy
March 11-13, 2005

Howard University, Washington (US)

Leading activists, scholars, and authors talk about the harms of marketing to children and what can be done about it.

new Society for Cinema and Media Studies Conference 2005

March 31- April 3, 2005

London (UK)

The meeting – the societies first transatlantic conference – will feature plenary sessions on film, television and new media histories in national and transnational contexts; film, television, new media theory and criticism in a comparative framework, European cinema 2000-2005.

<http://www.cmstudies.org>

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>

new 32nd Annual AMTEC Conference

May 24 – 27, 2005

Calgary, Alberta (Canada)

The Association for Media and Technology in Education in Canada - AMTEC is a Pan-Canadian community of educators, media producers, researchers, librarians and other professional staff who work to facilitate and improve learning through the appropriate application and integration of educational technology.

<http://www.ucalgary.ca/~amtec/overview.html>

ecml European Conference in Media Literacy:

Media Skills and Competence Conference

May 26-27, 2005

Tampere (Finland)

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.

<http://www.uta.fi/conference/mediaskills>

ZLIN 2005 – 45th International Film Festival for Children and Youth

May 29-June 4, 2005

Zlin (Czech Republic)

<http://www.zlinfest.cz/>

CSCL 2005 – Conference on Computer Supported Collaborative Learning

May 30 – June 4, 2005

Taipei (Taiwan)

The Computer Supported Collaborative Learning (CSCL) conference has become an internationally-recognized forum for the exchange of research findings related to learning in the context of collaborative activity and the exploration of how such learning might be augmented through technology.

<http://www.cscl2005.org/>

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 and bringing together specialists from different areas of expertise is a major goal. This forum also seeks to promote developments in areas at the interface between Technology, Education and Sociology. m-ICTE2005 will also 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.

<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>

new National Media Education Conference 2005

June 25-28, 2005

San Francisco, CA (US)

The Alliance for a Media Literate America (AMLA) is committed to promoting media literacy education that is focused on critical inquiry, learning, and skill-building. This national, grassroots membership organization will be a key force in bringing media literacy education to all 60 million students in the United States, their parents, their teachers, and others who care about youth.

<http://amlainfo.org/>

ED-Media 2005

June 27– July 2, 2005

Montreal (Canada)

World Conference on Educational Multimedia, Hypermedia and Telecommunications

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

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