

emlr

European media literacy
on-line review



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editorial

Dear readers,

with this edition we would like to bring the Austrian situation in media literacy in focus. Compared to the scene in Germany and other countries, the size is rather limited but for the international community some initiatives such as the „**media literacy award**“ (**mla**) (see www.mediamanual.at/mla.html) are of special interest as they are open to participants from all over Europe. In particular, we would like to encourage you to put your projects forward in this competition! Video, radio, print media & comics, multimedia – in all these categories submission of entries is possible until the 31st of July. Every picture and every image counts! Diplomas will be awarded for the best and most innovative educational media projects in European schools. The prize winners will be notified by the end of September of the next school year and invited to attend an award ceremony.

The competition is part of several initiatives of the Austrian Ministry for Education, Science and Culture in the field of media education – more information is available at www.mediamanual.at: the web site offers workshops and basic knowledge about media mediated communication (with or about media) in German.

International film contributions are also welcome to be sent to the „**YOUKI 2005**“ – the 7th **International Youth Media Festival** (November 21 – 25, 2005) in Wels, Austria (www.youki.at) directly until September 23, 2005. Innovative ideas, cinematic visions, experiments in style, content and form, as well as all themes and genres are accepted. Film and video works of the last two years can be submitted. The festival will also host the award ceremony of the „mla“.

Possibilities to show the work carried out by pupils and students in the field of media education, especially self-created media contents, are a highly motivating and educating factor and will be promoted by the European Centre for Media Literacy (ecml).

If you know about any events you want to inform the community about, please do not hesitate to get in contact with us and send the information to Ms. Elke Dall, dall@zsi.at.

Elke Dall – Centre for Social Innovation – Vienna, Austria

news

The content repository on the **ecml website** (www.ecml-eu.org) presents a collection of links to multimedia resources from various sources on media literacy and related topics, and links to websites of international media literacy organisations and other sites of special interest to this topic. Currently 536 entries for the multimedia database and 177 for the links database are available (as of April 7, 2005).

The conference website already provides more information on the upcoming **ecml-event „Media Skills and Competence“** (May 26-27, 2005 in Tampere, Finland).

On the first conference day Dr. Liss Jeffrey from McLuhan Global Research Network, Toronto, Canada, will be the invited keynote speaker. Within the English sessions also the **ecml** project will be presented.

The session „Global University“ will be chaired by Professor Tapio Varis, Unesco Chair in Global e-Learning and acting President of Global University System. There will be a Multicasting Videoconference by Frank Melli to several American universities through broadband Internet. Dr. Takeshi Utsumi, Vice President and Founder of GUS will present his talks with slides from New York on introduction on inter-cultural understanding, Global University System (GUS), and Globally Collaborative Environmental Peace Gaming (GCEPG). There will be an interlink to Taganrog State University of Radio Engineering in Russia assisted by Ksenia Avetisova. Doctoral students from different countries participate in the panel. There will also be a lecture on Non-Western theories of communication by professor (emeritus) K.S. Sitaram from Southern Illinois.

The other track on the first day will be in Finnish, and in these sessions the literacy of commercials, news, games and advertisements are discussed.

The second conference day includes also two tracks.

The scientific track of the conference will include Sessions on 'Identity', 'Education and new literacies', 'Competence and skills' and 'News literacy' and introduces interesting research papers from Russia, UK, Portugal and Finland. One of the keynote speakers will be Paul Lefrere from Microsoft UK.

The Finnish track is aimed at Finnish teachers and students. There will be workshops for both teachers and pupils, where facts and fiction within news, advertisements etc. are studied. Ideas and tools will be given to teachers on how to teach media literacy in their class rooms.

Registration fees are € 100 per day or € 180 for two days (special student prices are available).

Please register online via <http://www.uta.fi/conference/mediaskills/registration.html>.

articles

media literacy for children and young people

This time the article section will concentrate on texts for adolescents. When searching the Internet you will certainly find lots of research papers on media literacy and media education, also articles, information brochures and resources for parents and teachers, but articles with children or adolescents being the target group are comparably rare to find. Here comes our selection:

Questioning the Media: A Guide for Students

by David Buckingham

As the title indicates this article is aimed at students explaining what media are and how they work. It gives many examples and ideas on how to explore media. David Buckingham writes about media production, the language of media, the audience and also about how

to make your own media:

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

also available in French:

http://www.european-mediaculture.org/fileadmin/bibliothek/francais/buckingham_questionner/buckingham_questionner.pdf

Core Concepts of Media Literacy: In two versions, for adults and children

by Susan F. Rogers

These core concepts are listed in a precise way, easily understandable even for the really young ones. For the slightly older ones – an adult version exists as well:

<http://www1.medialiteracy.com/downloads/parents/corekidsadultspdf.pdf>

media literacy organisation of the month

media smart. helping children to watch wisely

This time we chose a website mainly for children and young people. Games, quizzes and texts especially for primary school children explain how media work. Advertising and TV habits are special focuses. Information for parents and teachers is provided as well, worksheets and leaflets are available for download. Media Smart is UK based – not all children across Europe, particularly young ones, might be able to read and understand it. Check out the web for similar sites in your language!

<http://www.mediasmart.org.uk/index-2.html>

events calendar

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 YouthMediaConvention 2005

May 3-5, 2005

„MS Kronprins Harald"Kiel to Oslo and back

A congress for young people who want to become a journalist

<http://www.youthmediaconvention.de/>

new ELearning in eEurope 2005

May 19-20, 2005

Brussels (Belgium)

The conference (hosted by the European Commission) is structured around the following steps: Stocktaking - Forward looking approach - Vision for policy. High-profile participants will give their insights on the issues.

www.elearningconference.org

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 interdisciplinary 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>

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>

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

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