

# CML

*Mission: Media Literacy*

[www.medialit.com](http://www.medialit.com)

**MediaLit** **KIT**<sup>™</sup>

## **Voices of Media Literacy**

National Media Education  
Conference 2011

Presented by:

Tessa Jolls, Center for Media Literacy

Dee Morgenthaler, UC – Denver

Barbara Walkosz, Klein Buendel

# Goals - Significance

- **Capture history of media literacy from first-person point of view of pioneers active in field prior to 1990**
- **Represent those who “walked the walk and talked the talk”**
- **Shed light on past but also on future**
- **Uncover issues and points of departure**
- **Learn from experience of leadership**

# **Project Team/Key Contributors**

- **Tessa Jolls, Barbara Walkosz, Dee Morgenthaler**
- **Marieli Rowe and Barry Duncan**
- **Key Volunteers: Nyrie Kayekjian, Karen Ambrosh, Elizabeth Clayton Smith, Hannah Schechter, Beth Thornton, Aaron Dietrich**
- **20 Pioneers!**

# Project Description

- **20 pioneers interviewed in 2010 – 2011**
- **English speaking countries: U.K., Canada, Australia, U.S.**
- **Recommended by peers / First wave during '60s, '70s, '80s**
- **Recorded interviews that were transcribed and reviewed by pioneers for publication on CML website**

# Early roots:

- **Prior to 1960:**  
**Marshall McLuhan, Sr. Bede Sullivan, Fr. John Culkin and Herb Ostrach**
- **First Wave: Up to 1990 (VML)**
- **Second Wave: 1990 Conference at U of Guelph, Ontario, and 1992 Aspen Institute**
- **Third Wave: 1995 Media Education Conference in Boone, NC**

# **First Wave: Prior to 1990**

## **Pioneers interviewed:**

**Neil Andersen (Canada)**

**Cary Bazalgette (UK)**

**David Buckingham (UK)**

**Marilyn Cohen (US)**

**David Considine (US via Australia)**

**Barry Duncan (Canada)**

**Jean Pierre Golay (US via Switzerland)**

**Renee Hobbs (US)**

**Douglas Kellner (US)**

**Robert Kubey (US)**

**Len Masterman (UK)**

**Barrie McMahon (Australia)**

**Kathryn (Kate) Moody (US)**

**Renee Cherow-O' Leary (US)**

**James Potter (US)**

**Robyn Quin (Australia)**

**Marieli Rowe (US via Switzerland)**

**Elizabeth Thoman (US)**

**Kathleen Tyner (US)**

**Chris Worsnop (Canada)**

**John Puengente: Invited but declined**

# PERSPECTIVES AND THEMES

## **Passionate, Radical Innovators**

“The 60s...that was really the hotbed issues of civil rights, the war in Vietnam -- all of those things were televisual and had a lot of ideological implications... We were inspired by these situations that were being commodified by the media...and it obviously shaped what I was doing.”

Barry Duncan



## Passionate, Radical Innovators

- **Passionate:**
  - Media (film studies, journalism, production)
  - Students (empowerment, connections)
  - Communities (children, media production, personal experience)
- **Radical**
  - Content (popular culture, television)
  - Pedagogy (critical inquiry, project-based learning)
  - The “personal is political” – freedom & democracy
- **Innovators**
  - “Someone who helps to open a new line of research or technology or art”

## Innovative

- Creating studios for media production
- Exploring the visual image in Kenya
- Introducing inner city (“no hoppers”) students to ways of critically examining their own world
- Inviting students to talk – “putting students inside the picture instead of outside looking in.”

## Inspired and Inspirational

“Media Literacy is not just a 21<sup>st</sup> century skill, it’s a survival skill. If we’re drowning in information and starved for knowledge, then I think media literacy is a lifeline for anyone who thinks they’re going under. It is a prerequisite for a healthy democratic society.”

David Considine

“I invite my students to talk...in fact. I think talk is really underrated in school and I would have extended conversations with my students whatever the issue or technology that we were discussing because as they talked, they had to think through their relationships, their values, and their uses of things.”

Neil Andersen

## Inspired

- Barbara Morris
- Walter J. Ong
- Leslie Spence
- Jessie McCanse
- Jean Pierre Golay
- Fr. John Culkin
- Neil Postman
- Marshall McLuhan
- EACH Other

## Inspirational

- Idea-centered  
Media Studies Model
- Student-centered  
Classroom practices
- Community-centered  
Children's Film  
Festival  
Sun Prairie Children's  
Channel
- Teacher-centered  
Classroom practices

## **Collaboration**

- American Council for Better Broadcast
- Association of University Women
- National Telemedia Council
- National Association for Better Television
- British Film Institute
- Screen Education Society
- National Academy of Television Arts and Sciences
- Action for Children's Television
- Northwest Area Foundation

## Core Concepts

“Representation is the key concept of all concepts. I think, because in the media we’re dealing with representational systems, and therefore the key questions in relation to questions of identity and race and culture and so on. What is being represented, how are my views being represented, who is being represented and speaking for me, and which voices never get represented?”

Len Masterman

## Core Concepts

- Understanding Representation
- Promoting Critical Thinking
- Including Production and Aesthetics
- Making Connections with Students
- Developing Key Questions
  - Sense making
  - Provide sense making scaffolds

## **Differences Across Time**

- A discipline or a movement
- High v. low culture
- Technology v. literacy
- Stand alone class or across the curriculum
- Media effects v. media education
- Working with or opposing the media industry



## **Future: Hope and Wisdom**

“Until the Internet came along, everything was about television. As long as media literacy was about television, it could be dismissed as not being very important because television was not being used by educated people (or so they say!) But as soon as the internet hit everyday grassroots families, then we transformed into a totally different culture – and media literacy became a critical skill for learning to live in that mediated culture.”

Liz Thoman

“Develop true interdisciplinary programs that connect English education to literary studies to sociology to media and communication until you actually study all of the pieces.”

Renee Hobbs

## **Future: Hope and Wisdom**

- Integration of critical thinking and technology
- Recognition of media literacy at the policy level
- Develop partnerships with media industry
- Re-invigoration the grassroots teachers' movement
- Energize through looking at 21<sup>st</sup> Century Skills
- Address/include the roles of storytelling and aesthetics

## **Future: Hope and Wisdom**

- Unite the global village through a common language.
- Acknowledge the potential of the new media to democratize production.
- Recognized the need to continue to work together to create a critical mass.

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**Thank You!**

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