WELCOME!

to

MEDIA LITERACY IN ACTION

in the EARLY YEARS

with

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InsightersEducation.com

Supported by the Pennsylvania Office of Child Development & Early Learning with Race to the Top Early Learning Challenge funds
The Inaugural United States Media Literacy Week
November 2nd - 6th, 2015
#MediaLitWk
http://medialiteracyweek.us
medialiteracyweek@namle.net
The purpose of media literacy education is to develop the habits of inquiry and skills of expression we need to be lifelong learners, critical & creative thinkers, effective communicators, and active citizens in today’s world.
STEP 1: Know yourself.

WHAT DO YOU BELIEVE ABOUT CHILDREN (and your role)?
65% of children start using their parents’ devices before age three.

By age 8, 20% of children have their own phones and 71% have their own tablets.

www.babycenter.com/media-savvy-parenting
Which best describes your goals?
It’s my job to tell you what I want you to think

TV isn’t telling you the truth
or
Don’t eat those,

eat these
or
The message is...

Buzzfeed report on Environmental Working Group Study
www.buzzfeed.com/deenashanker/most-and-least-sugary-cereals#.fubJ0kWqG2
It’s my job to teach you to think for yourself.

Looking for CLUES
All media are (socially) constructed:

• People make media.
• People who make media make choices.
• Because media makers make choices, no media are neutral.
Authorship
Purposes
Economics
Impact
Response
Content
Techniques
Interpretations
Context
Credibility

TEACH OTHERS TO ASK QUESTIONS
MAKE STUFF

REQUIRE:
- Planning
- Decision-making
- Cooperation
- Target Audience
- Sharing
- Authentic Voice
What's the purpose of a book cover?

Tell me about what you chose for your book cover.
What did you include that shows a reader what's in your book?
How would this make someone want to read your book?
ADD A QUESTION:

“How do you know?” or “What made you think that?”
THE QUESTION GAME
AS MANY QUESTIONS AS YOU CAN THINK OF...
COSTUME or UNIFORM? What’s the difference?
June 25th Pre-Conference

“Yes, and….” A Symposium on Media Literacy Education in Early Education

NAMLE YouTube Channel “Idea Exchange”
www.youtube.com/watch?v=Tfvn2g50PNw
ACTIVITY IDEA: Gail Lovely

www.youtube.com/watch?v=Tfvn2g50PNw
ACTIVITY IDEA: Roberta Schomburg

www.youtube.com/watch?v=Tfvn2g50PNw
ACTIVITY IDEA: Karen Nemeth

www.youtube.com/watch?v=Tfvn2g50PNw
ACTIVITY IDEA: Cyndy Scheibe

www.youtube.com/watch?v=Tfvn2g50PNw
ACTIVITY IDEA: Jiwon Yoon

www.youtube.com/watch?v=Tfvn2g50PNw
ACTIVITY IDEA: Karen Wohlwend

www.youtube.com/watch?v=Tfvn2g50PNw
**DISCUSSION/REFLECTION QUESTIONS**

How does this idea help children build habits of inquiry or skills of expression?

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“Idea Exchange”

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Also check out
the keynote by Vivian Vasquez:
www.youtube.com/watch?v=4GKmmH_Shda
What did you hear today that you could try next week?

THANK YOU!