

QUINNIPIAC UNIVERSITY

is hosting an all-day conference on **Media, Children and Culture** featuring renowned experts on the impact of media on children. The day's activities will include six presentations and two panel discussions focusing on a variety of issues, including not only the harmful impact of media violence, gender, racial and ethnic representations, and the impact of media exposure on children's health and psychology, but also the positive, creative and educational uses of media.

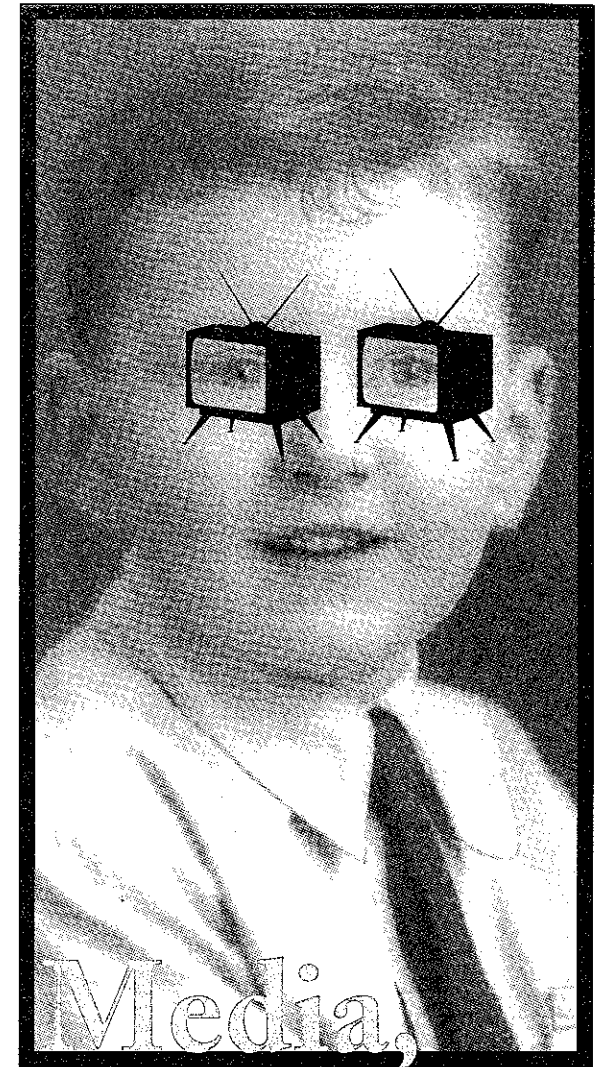
Breakfast and lunch will be provided as well as a buffet reception at the end of the proceedings. CEU credit is available for teachers. Cost: \$40.

This conference is being presented by The Center for School Change, The William Caspar Graustein Memorial Fund, The Quinnipiac University College of Liberal Arts and School of Communications, and The Smart Family Foundation.

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QUINNIPIAC
UNIVERSITY



Media, Children & Culture

A ONE-DAY CONFERENCE

Quinnipiac University
Saturday, October 21, 2000
9 a.m. to 6 p.m.

Featured Speakers and Presentations

DR. GEORGE GERBNER, Bell Atlantic Professor of Communication, Temple University; dean emeritus, Annenberg School for Communication, University of Pennsylvania; head of the Cultural Environment Movement; long-time observer and critic of television.

Topic: Television as a Shaper of Cultural Values: "Telling All the Stories"

DR. MARJORIE HOGAN, pediatrician at Hennepin County Medical Center and assistant professor of pediatrics at the University of Minnesota, and lead author in 1999 of a report by American Academy of Pediatrics on Media and Children's Health/Media Education.

Topic: Children, Adolescents, Media and Health

DR. HERMAN GRAY, professor of sociology, UC Santa Cruz, Author: *Watching Race: Television and the Struggle for "Blackness."* Gray publishes widely in the areas of cultural politics, popular culture and media. He is completing a book on black cultural politics at the end of the 20th century.

Topic: Representations of Race in Media and Their Impact

DR. JEAN KILBOURNE, Visiting Scholar, Wellesley College; author of *Deadly Persuasion: Why Women and Girls Must Fight the Addictive Power of Advertising*; and creator of the award-winning video "Killing Us Softly: Advertising's Image of Women."

Topic: Effects of Advertising on Children and Adolescents

DR. JOHN WRIGHT, faculty of Human Ecology and Radio, Television, Film, the University of Texas at Austin. Wright, with his wife Aletha Huston, founded CRITC at the University of Kansas in 1976. They moved (with CRITC) to the University of Texas in 1996. Their research has focussed on how children process the syntax of television; how the reality vs. make-believe dimensions of television influence its attention and comprehension by children; the long-term effects of educational vs. entertainment programming on children; and a national survey of children's use of time with print and electronic media: TV, video games, the Internet, the Web, e-mail, chat rooms, and computers (CD-ROM activities).

Topic: Psychological Impact of Media on Young Children and Adolescents

ROSEMARY TRUGLIO, vice president for research for *Sesame Street* for the Children's Television Workshop and

DR. SUSAN SNYDER, teacher, author, H.O.T. Schools curriculum facilitator for Connecticut Commission on the Arts, scholar-in-residence with BEST program for Connecticut State Dept. of Education, founder of IDEAS: Inventive Designs for Education and the Arts, and co-chair of RETA—Reading Excellence Through the Arts.

Topic: New Prospects for Educational Programming and Creative Uses of Media

Early Registration

Media, Children and Culture

October 21, 2000

9 a.m.–6 p.m.

Grand Courtroom

Quinnipiac University School of Law

Please reserve a place for me at the conference:

Name _____

Address _____

Phone Number _____

E-mail _____

Will you be seeking CEU credit?

Yes No

If yes, school affiliation: _____

Please enclose a check for \$40 made payable to Quinnipiac University and mail with this completed form to:

Rebecca Abbott
Associate Professor, Mass Communications
Quinnipiac University
275 Mount Carmel Ave.
Hamden, CT 06518-1949

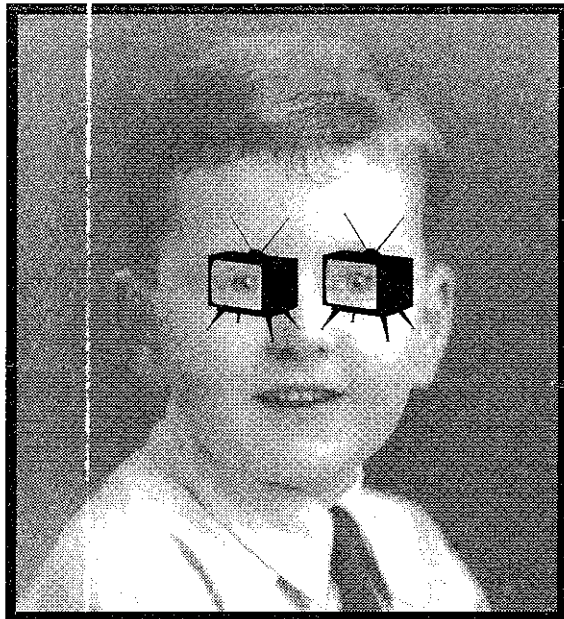
For more information about this conference please call 203-582-8313 or
E-mail: Rebecca.Abbott@quinnipiac.edu

Media, Children & Culture

Quinnipiac University
Saturday, October 21, 2000
9 a.m.—6 p.m.

Welcome to the Conference on Media, Children and Culture! The motivation to organize this event grew from a number of factors, not least being the omnipresence of mass mediated experiences aimed at children. Beyond that, though, a number of issues emerge with this discussion, including questions about how children perform in school, uncertainty about causes of violence, alarms about deteriorating levels of health and fitness, concern about how children acquire a set of positive values by which to live, and—more optimistically—great excitement about the educational and creative potential of new communications tools. For me personally, the incentive has also come from sixteen years of teaching media studies to college students, and research I have done for television documentaries on issues of quality in public education and care for children. And perhaps I continue to hear my mother's voice telling me, back in the 1950s, just how much and which television programs she felt it was appropriate for me to watch.

I believe most people with experience in media studies will not directly blame television, video games, or the internet for causing children to behave badly, flunk school, or otherwise fail to flourish. But those who work with children, I believe, generally accept the notion that frequent, repeated experiences are likely to have a profound and lasting impact on children. We readily accept this idea when we think of parents' roles: constant warm and loving contact with caregivers gives a



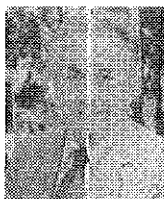
new baby a sense of trust, and the confidence to want to explore and learn. Lots of engaging talk helps toddlers learn to speak, and forms brain structures for language. Shaky first steps, taken often, lead to walking and running; hours of play with crayons builds fine motor skills for writing and drawing. Awkward sounds on a musical instrument, with practice, may lead to accomplished musicality. We understand that so much of what we value is learned through repetition: school, faith, family and community bonds. Should we be surprised, then, to think that other repeated experiences—like heavy exposure to media—can, for better or worse, teach equally thoroughly?

There are very many forms of mass media, and they grow and change almost daily. It is unfair to offer a single characterization of the experience they provide and impossible to say all media are either good or bad. They are, at base, no different than any other medium like the printing press, the telegraph, the written alphabet, the spoken word. They are simply tools for communication.

There are distinctions worth noting, though. Media that rely on images and sounds, for example, speak more to our emotions and unconscious thought than does print. Perhaps more importantly,

continued on back cover

Dr. George Gerbner is Bell Atlantic Professor of Communication, Temple University; Dean Emeritus, Annenberg School for Communication, University of Pennsylvania; and founder and chair of the Cultural Environment



Movement. Dr. Gerbner's professional credits include professorships and lecture positions at the Universities of Athens, Greece; Budapest, Hungary; Salesian University in Rome; the American University in Cairo, Egypt; and American University in Washington, D.C. and at a number of other distinguished institutions.

Dr. Gerbner has been an observer and critic of media for over half a century. He served on the President's Commission on the Causes and Prevention of Violence, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, and his projects have been supported by the National Science Foundation, the National Institute of Mental Health, the Administration on Aging and other organizations. His list of publications includes numerous books and articles on media, culture and children, including his forthcoming collection of essays *Telling All the Stories*.

Dr. Herman Gray is professor of sociology, University of California at Santa Cruz. His areas of research include cultural studies, popular culture, mass communication and minority discourse. Dr. Gray publishes widely in the areas of cultural politics, popular culture and media. He participated in the production of the acclaimed documentary film *Color Adjustment*, which explores the history of black representations in television, and has published a number of works including *Watching Race: Television and the Struggle for "Blackness."* He is currently completing a book on black cultural politics at the end of the 20th century.



Dr. Marjorie Hogan is a pediatrician at Hennepin County Medical Center and assistant professor of pediatrics at the University of Minnesota. In 1999 she was the lead author of a report



by American Academy of Pediatrics on Media and Children's Health/Media Education which, for the first time, suggested guidelines for supervising children's use of television, and recommendations about ways that media can be used positively by children. The report appeared in the August issue of *Pediatrics Magazine*.

Dr. Jean Kilbourne is a visiting scholar at Wellesley College and is internationally recognized for her pioneering work on alcohol and tobacco advertising and the image of women in advertising. Her films, slide lectures and television appearances have been seen by millions of people throughout the world. She has served as an advisor to the Surgeon General, was named by *The New York Times Magazine* as one of the three most popular speakers on college campuses, and has won the Lecturer of the Year award from the National Association for Campus Activities, among other honors. She is the author of *Deadly Persuasion: Why Women and Girls Must Fight the Addictive Power of Advertising*; and creator of the award-winning video "Killing Us Softly: Advertising's Image of Women."



Dr. Susan Snyder is president of IDEAS—Inventive Designs for Education and the ArtS, a consulting company dedicated to facilitating child-appropriate educational models and programs. She has taught at all levels, pre-k through post-graduate, and holds a BS and MA in Music Education, a Ph.D. in Curriculum and Instruction, an Orff Master Teachers Certificate, and a Cooperative Learning Trainers' Certificate. Dr. Snyder is also in the second year of developing the HOT Readers/Total Literacy Program, teaching emergent readers through literacy in music, movement, visual art, and words. She has been scholar-in-residence for the BEST (Beginning Educators Support and Testing) program at the Connecticut State Department of Education, has been a co-chair of RETA (Reading Excellence Through the Arts), and is presently a curriculum facilitator for the Connecticut Commission on the Arts' HOT (Higher Order Thinking) Schools, focusing on integrated,



arts-infused curriculum. She is the author of a number of works on education and the arts, including the Macmillan/McGraw Hill *Music and You* series.

Dr. Rosemarie Truglio is vice president of Sesame Street Research for Sesame Workshop (formerly Children's Television Workshop). Dr. Truglio is responsible for the development of the interdisciplinary curriculum on which *Sesame Street* is based, and for the formative research conducted to inform production on how to enhance both the entertaining and educational components of the program. Dr. Truglio also develops and reviews the content across all *Sesame Street* products and programs. Dr. Truglio has taught at Teachers College at Columbia University and has researched the effects of television on the cognitive and social development of children and adolescents. She completed her Ph.D. in Developmental and Child Psychology from the University of Kansas. Dr. Truglio is co-editor of *G is for growing: Thirty years of research on children and Sesame Street*.

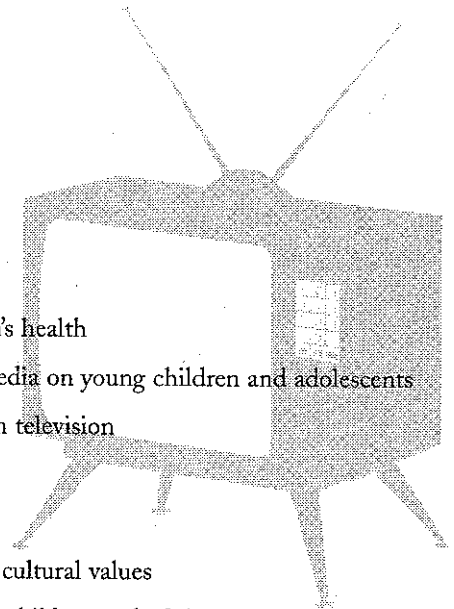


Dr. John Wright is a member of the faculty of Human Ecology and Radio, Television, Film, the University of Texas at Austin. Wright, together with his wife Aletha Huston, founded the Center for Research on the Influences of Television and Children (CRITC) at the University of Kansas in 1976. They moved (with CRITC) to the University of Texas in 1996. Their research has focussed on how children process the syntax of television; how the reality vs. make-believe dimensions of television influence its attention and comprehension by children; the long-term effects of educational vs. entertainment programming on children; and a national survey of children's use of time with print and electronic media: TV, video games, the Internet, the Web, e-mail, chat rooms, and computers (CD ROM activities).



Schedule

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|------------|--|
| 8-8:45 | Coffee and Pastries |
| 9-9:15 | Introduction |
| 9:15-10 | Marjorie Hogan: Television and children's health |
| 10:15-11 | John Wright: Psychological impact of media on young children and adolescents |
| 11:15-12 | Herman Gray: Representations of race in television |
| 12-12:30 | Panel Discussion: Hogan, Wright, Gray |
| 12:30-1:30 | Lunch |
| 1:30-2:15 | George Gerbner: Television as shaper of cultural values |
| 2:30-3:15 | Jean Kilbourne: Effects of advertising on children and adolescents |
| 3:30-4:30 | Rosemarie Truglio and Susan Snyder: New prospects for educational programming and creative uses of media |
| 4:45-5:30 | Panel discussion/Q&A with all participants |
| 5:45-7:30 | Buffet/Cocktail Reception |



most electronic mass media in the United States are commercial vehicles. This means their primary function is either to sell things to audiences, or to attract audiences to be sold to advertisers. With this in mind, the knowledge that children—and especially teenagers—are among commercial media's biggest markets is an important factor to weigh.

Our goal today is to hear from individuals who have studied extensively the different dimensions of media's impact on children and culture. From health, psychology, and cultural studies, to issues of race and gender; from the presence of violence to the goals of education and growth, our presenters today will share their knowledge and experience to help us begin to understand the complex effects of media on our children and ourselves.

—Rebecca L. Abbott
Associate Professor, Communications

Words of Thanks

This conference would not have been possible without the very generous help of a number of organizations and individuals. Financial sponsorship has come from The Connecticut Center for School Change, The William Caspar Graustein Memorial Fund, and The Smart Family Foundation, as well as Quinnipiac University's College of Liberal Arts and School of Communications, and I would personally like to thank Gordon Bruno, David Nee, Nancy Leonard, Ray Smart, David Stineback, and Raymond Foery from those organizations for their help and support. The conference content took shape through the thoughtful deliberation of a wonderful group of educators, including Mira Binford, Cynthia Dubea, Gloria Holmes, Syd Howard-Papenguth, Grace Levine and Nancy Worthington. We have been most fortunate to receive the very kind assistance of Gloria Ballard, our administrative assistant; Zay Foster and Thea Moritz who created the striking and attractive public relations materials; Jim Castonguay, who is helping with a book proposal; Sharon Ciccone and Janice Smith of the School of Communications administrative and secretarial staff; Sunny Lake and Karen Murphy of Mount Carmel Travel; and the students and others who helped address flyers, run errands, and do the endless tasks of preparation. Finally, we would like to offer our greatest thanks to the presenters, attendees, and all those who work to make every child's life healthier, safer and better.

MEDIA, CHILDREN AND CULTURE

A one-day conference at Quinnipiac University, Saturday, October 21st, 2000

On Saturday, October 21st, 2000, Quinnipiac University will host an all-day conference on Media, Children and Culture featuring renowned experts on the impact of media on children. Beginning at 9 a.m. and running until 6 p.m., the day's activities will include six presentations and two panel discussions focusing on a variety of issues, including not only the harmful impact of media violence, gender, racial and ethnic representations, and the impact of media exposure on children's health and psychology, but also the positive, creative and educational uses of media. Breakfast and lunch will be provided as well as a buffet reception at the end of the proceedings. CEU credit available for teachers. Cost: \$40.

Featured speakers and presentations:

I speak at 1:30 PM

Dr. George Gerbner, Bell Atlantic Professor of Communication, Temple University; Dean Emeritus, Annenberg School for Communication, University of Pennsylvania; Head of the Cultural Environment Movement; long time observer and critic of television.

Topic: Television as a shaper of cultural values: "Telling All the Stories"

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Rosemary Truglio, Vice President for Research for **Sesame Street** for the Children's Television Workshop,

and

TBA, Speaker with professional background in music and/or arts education

Topic: New prospects for educational programming and creative uses of media

For more information, call Rebecca L. Abbott of the Quinnipiac University School of Mass Communications: (203) 288-5251 X8313

Or email: Rebecca.Abbott@quinnipiac.edu

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