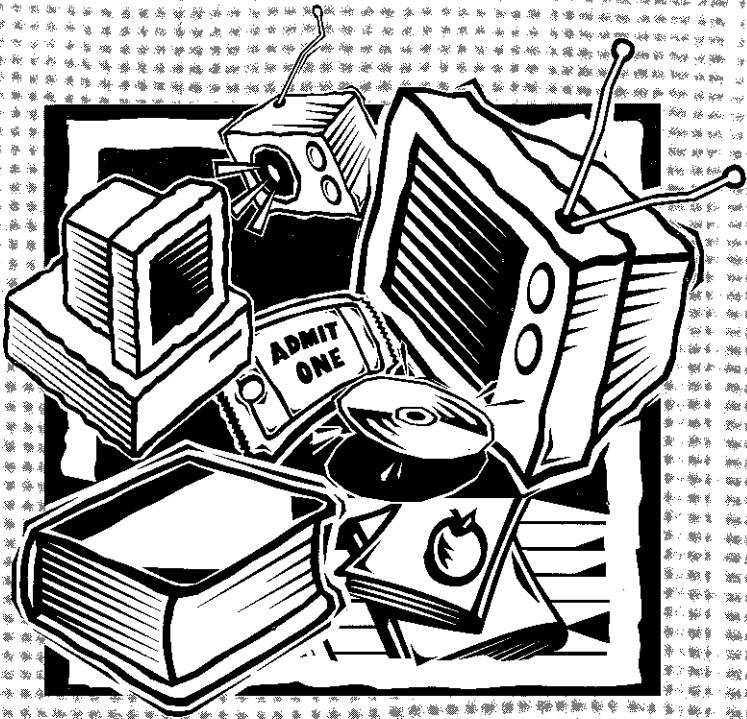


NEW YORK UNIVERSITY

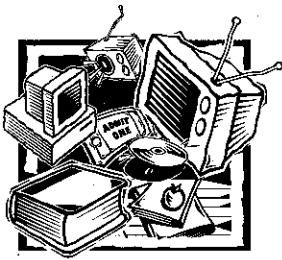


INSTITUTE ON
MEDIA LITERACY
AND EDUCATION

July 10-15, 1994



New York University
School of Education



INSTITUTE ON MEDIA LITERACY AND EDUCATION July 10-15

Codirectors: Professor Neil Postman, Chair, Department of Culture and Communication, and Dr. Kate Moody, Author, *Growing Up on Television*

THE AIM

Until the 1960s there had never been an entire generation born into an electronic environment which provided the bulk of its education and entertainment. Now, the life of the young in America is dominated by media experiences — one might even say *constructed* from media experiences. Until recently, the school curriculum has ignored this fact even though it has been obvious for more than a decade. But now there is widespread interest among teachers and administrators in media education. Growing numbers of educators agree with Marshall McLuhan's first call to action that "... the aim is to develop an awareness about print and the newer technologies of communications so that we can *orchestrate* them, minimize the mutual frustrations and clashes, and get the best out of each in the educational process."

The idea now is to invent curricula whose purpose is to help students become discriminating, analytical consumers of popular culture. It is, however, by no means clear exactly how this should be done. We are at an experimental stage in which educators at all levels are testing ideas, materials and methods that would assist in making students 'media literate.' We think this is exciting, and profoundly important.

With all of this as background, the Department of Culture and Communication in New York University's School of Education is offering a one week summer institute

for elementary, middle school and high school teachers, media specialists, curriculum coordinators, administrators and anyone who wants to consider new arrangements for education — new alternatives to the traditional print curriculum — and discover how to bring those alternatives into the life of the school. It is expected that every participant will leave the institute with considerable information about media, with new points of view about media, and with specific skills for teaching media analysis and production in the schools.

TOPICS

"Media" is here defined as the products, structure and uses of instruments of mass communication such as television, film, CDs, and print. During the course of the week broad themes will include: the economic basis of media, the psychological and social biases of media; the effects of media on children, childhood and learning; the aesthetic structure of media; the "TV curriculum" and the "school curriculum;" media and values; integrating media production and media analysis; the culture of contemporary popular music, and the possibilities of a human and creative response to media experience inside and outside the school.

FORMAT

The institute will be held at NYU from Sunday afternoon, July 10 through noon of Friday, July 15. Each of the five days will begin and end with a talk by one of the faculty including distinguished visiting lecturers. Part of each day participants will work in small groups, guided by an experienced teacher, to develop strategies for introducing media education in schools, perspectives on how media are to be viewed, and methods and materials for use in the classroom. The day's activities will begin at 9 a.m. and conclude at 5:30 p.m. with a coffee break in the morning, a one and a half hour break for lunch, and an afternoon break. In the evenings there will be optional screenings — or, New York City itself might be viewed as a classroom.

REGISTRATION

Institute on Media Literacy and Education

A special course offering for 5 days

NAME: _____

ADDRESS: _____

CITY: _____

STATE/ZIP: _____

TELEPHONE (DAY): _____

TELEPHONE (EVENING): _____

TITLE/POSITION: _____

ORGANIZATION: _____

Please check one:

- I wish to enroll on a non-credit basis \$695
- I wish to enroll as a member of the Alumni College \$490
- I wish to enroll for 3 graduate credits \$1,545

Make check payable to New York University

Return to:

New York University
Office of Program Development
32 Washington Place
Room 62
New York, NY 10003
Tel: (212) 998-5090

Enrollment limited. Payment deadline: June 17, 1994.

FACULTY AND GUESTS

Codirectors of the Institute are Professor **Neil Postman**, Chairman of the Department of Communication and Culture, and Dr. **Kate Moody**, author of *Growing Up on Television*. The codirectors will be joined by, among others, **Hugh Downs** of ABC's 20/20; **Deidre Downs**, Executive Director of the Downs Media Education Center, New Mexico; **Elizabeth Thoman**, Director, Center for Media Literacy in Los Angeles; **Chester M. Pierce**, M.D., professor of Education and Psychiatry in the faculty of Medicine, the faculty of the Graduate School of Education, and the faculty of Public Health, Harvard University; **Karl Meyer** of *The New York Times*; **Jay Rosen**, professor of Journalism, NYU; and **Henry Perkinson**, professor of History of Education, NYU. Outstanding K-12 educators from across the United States and other countries will present case studies of successful media projects in their schools and make their materials available to conference participants.

INSTITUTE FEE AND TUITION

NYU graduate students may enroll for three credits at \$1,545. Non-credit participants may enroll at \$695, and members of the Alumni College may enroll at \$490. The Institute will be limited to 90 participants on a first come first served basis. The fee includes all events, materials, receptions and breaks.

HOUSING

Unless they are within convenient commuting distance participants should plan to stay at NYU Guest Suites. Accommodations for over-night or week-long stays can be made through the New York University Summer Housing Office. Summer housing offers a choice of traditional and apartment-style residences with a variety of options including single occupancy. More information can be obtained and reservations made by returning the coupon below. Enrollment is limited and offered on first come first served basis.