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Fostering Critical Thinking and Intercultural Understanding: Canada's Contribution to Media Literacy

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Young People's Media Education in Canada

Brian O'Neill

Dublin Institute of Technology





Beyond the Screen

BEYOND THE SCREEN

MEET JOHN PUNGENTE

MEDIA LITERACY & JCP

YOU CAN HELP



Host: John Pungente

“There are few people who have not seen *The Wizard of Oz*. One of my favorite moments comes towards the end of the movie when Dorothy pulls aside the curtain and reveals the truth about the wizard ... In *Beyond the Screen*, we want to pull back the curtain on the movies we watch. – John Pungente.”

News & Updates

NEXT SHOW: BODY OF LIES

Tue., Oct. 14 at 10:00 p.m. ET & Fri.,
Oct. 17 at 8:30 p.m. ET on Bravo!

UPCOMING SHOWS:



WATCHMEN

Friday, March 6, 2009

PREVIOUS SHOWS:

ROCKNROLLA - [More info »](#)



John Pungente, an internationally acclaimed media education expert, writer, and teacher, explores the art of filmmaking in the new series *Beyond the Screen*. Each 30-minute episode encourages viewers to analyze films and enriches their movie-viewing experience. If you want to go "Beyond the Screen" [click here](#) for each movie's accompanying study guide.

Young people's media education in Canada

1. Canada's reputation in media education
2. The pioneers
3. Media education practice
4. New horizons



"If Canadian stories are worthwhile making into movies, then companies will be sent into Canada to make them."

[1922, Lewis Selznik, the Hollywood producer,
father of David O. Selznik]



Canada ... a global media leader in

- Satellite Communications
- Media theory: Harold Innis, Marshall McLuhan, and Dallas Smythe
- Media production –
The National Film Board
Canadian Broadcasting Corporation
Canadian film industry



Also Media Education..

Canada is a world leader in media education,

- **In 1988, Ontario became the first educational jurisdiction in the world to mandate media literacy as part of the English curriculum.**
- **By 1999, media education was a mandated part of ELA curriculum across Canada.**

Media Education in Canada

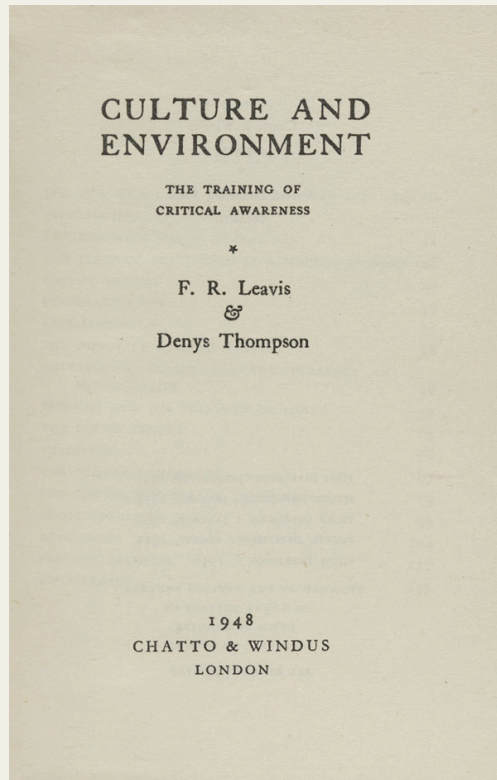
Two reasons:

- 1) critical concerns about the pervasiveness of American popular culture,
- 2) a system of education across the country which fostered the necessary contexts for new educational paradigms.

[John Pungente, S.J.]

Pioneers

Culture and Environment: The Training of Critical Awareness , originally published in 1933 with Denys Thompson

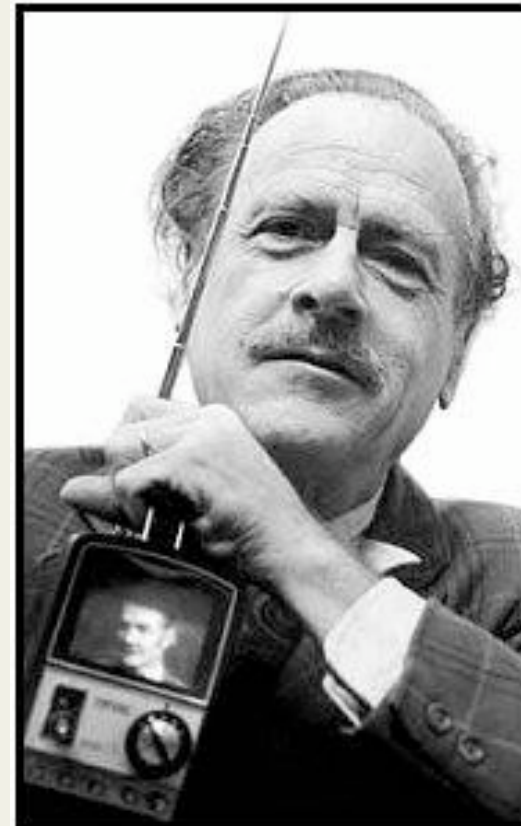


"MANY teachers of English who have become interested in the possibilities of training taste and sensibility must have been troubled by accompanying doubts. What effect can such training have against the multitudinous counter-~~influence of the very conditions that make literary education the whole world outside the class-room?~~ so desperate are those which make it more important than ever before; for in a world of this kind -- and a world that changes so rapidly -- it is on literary tradition that the office of maintaining continuity must rest.



The Toronto School

Marshall McLuhan



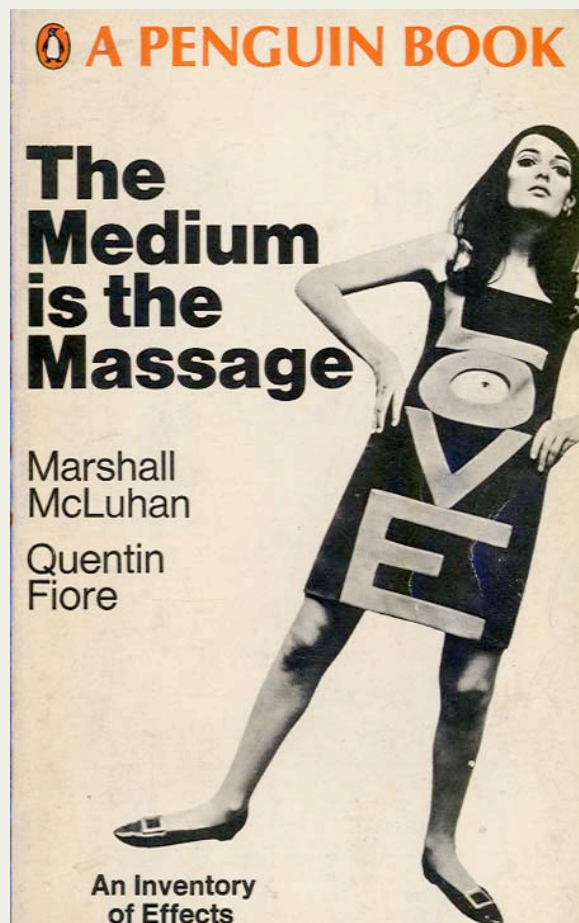
Harold Innis



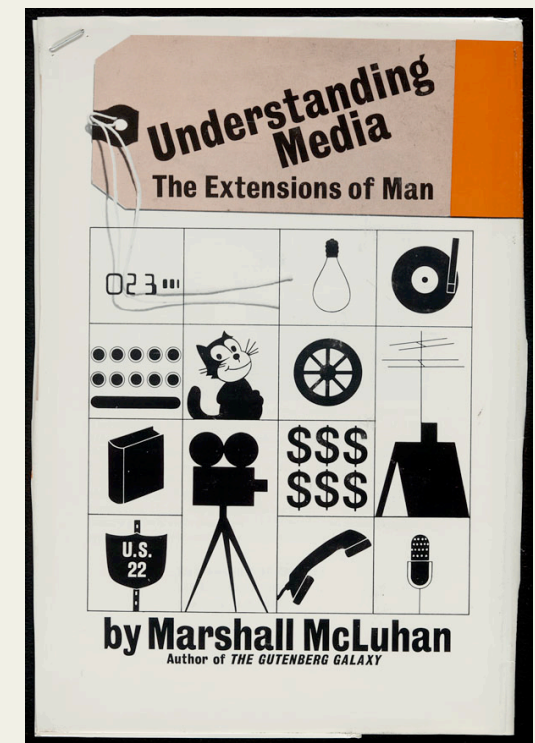
McLuhan and Medium Theory

Media are "extensions" of our human senses, bodies and minds.

[From Print to Media Culture \(1965\)](#)



"The global village": Historical changes in communications media change human consciousness; modern electronics are bringing humanity full circle to an industrial analogue of tribal mentality, "the global village." By erasing borders and dissolving information boundaries, electronic telecommunications will render traditional social structures irrelevant.



"Our ideal in media education should be to seek not the destruction of pleasure but its expansion into new and different forms of enjoyment."

[Len Masterman, UK Media Education Theorist]



Media literacy is:

- the ability to *access, analyze, evaluate* and *produce* media
- the process of becoming *active*, rather than *passive*, consumers of media



Media education includes:

1. Learning hands-on production techniques
2. Recognizing how elements of a specific medium convey meaning
3. Thinking critically about media issues and media influences

Source:
Ontario Media Literacy Resource Guide



Key concepts of media literacy provide a theoretical base for all media literacy programs and give teachers a common language and framework for discussion.

Source: Association for Media Literacy (Ontario)



Media are constructions

Media products are created with a purpose and from a perspective using forms and techniques.

Media literacy deconstructs media products, exploring factors and decisions on how they were made.

Source: *Ontario Media Literacy Resource Guide*



Audiences negotiate meaning

We all bring our own experience
to media we encounter.

Media literacy helps us understand how
individual factors affect interpretation.

Source: *Ontario Media Literacy Resource Guide*



Media have commercial implications

Media industries belong to a powerful network of corporations that exert influence on content and distribution.

Source: *Ontario Media Literacy Resource Guide*



Values and ideological messages underpin all media

Media convey messages about values, power and authority.

Source: Ontario Media Literacy Resource Guide



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MEDIA AND INTERNET EDUCATION RESOURCES

For Teachers

For Parents



Home

Resources and support for everyone interested in media and information literacy for young people. To learn how to get the most out of the tools and resources on this site, visit our **help** section and our **site map**.



[Blog & News](#)

[Media Issues](#)

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[Educational Games](#)

[Special Initiatives](#)

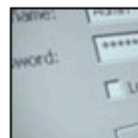
[Resource Catalogue](#)

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Spotlight



Media Awareness Network launches new privacy resources

Media Awareness Network has created new privacy lessons as part of its commitment to helping youth develop good judgement and critical thinking skills for the Internet. The lessons, for Grades 7-12, examine the privacy trade-offs we make on a daily basis, and include a special focus on protecting privacy on social networking sites such as *Facebook*. The lessons, which were funded by the Office of the Privacy Commissioner of Canada (OPC), support the OPC's Web site for youth [myprivacy.mylife.mychoice](#) and their *myprivacy & me* national video competition.

Sign Up for
MNET News

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media
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Blog





Media Education 101

- > [What is Media Education?](#)
- > [Curricular Connections](#)
- > [Make it Happen](#)
- > [Downloadable Resources](#)
- > [Further Resources](#)

November 3 -7, 2008
Think Critically, Act Ethically

The third annual National Media Education Week takes place November 3 - 7, 2008. Once again, Media Awareness Network and the Canadian Teachers' Federation have partnered for the week to promote media education and encourage media literacy activities throughout Canada.

Under the theme Think Critically, Act Ethically: Inside and Outside the Classroom, this year's events aim to encourage young people to become thoughtful, informed and empowered cyber citizens.

Mark your calendars now and plan to get involved.

Get Involved

- > [Ideas for Activities](#)
- > [Featured Educators and Youth](#)
- > [Events Calendar](#)



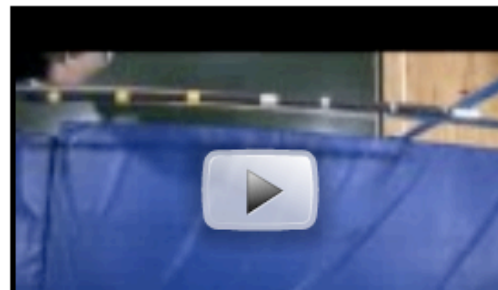
Interested in Media Education? Curious about teaching media literacy?

Take a 5 minute survey. You could win one of 5 sets of Scanning Television 2, the award-winning classroom resource worth \$375

The Canadian Association of Media Education Organizations (CAMEO), the Media Awareness Network, and the Canadian Teachers' Federation want to know if you are interested in teaching media literacy and may be looking for professional development offered by experienced educators across Canada.

Press Kit

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F.A.Q.

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Register

Welcome to MuchMusic's media education website. We have designed this site to help you find out more about MuchMusic's media education programming and initiatives, and about media literacy in general.



Media Education – why does it matter?

Studies show that youth spend more time than ever watching tv, exploring the internet, playing videogames and using new media, and yet very little time is spent educating youth to critically analyze these activities. As Father John Pungente, the founder of the Canadian Association of Media Education Organizations (C.A.M.E.O.), once asked: "We teach people to be literate about print. Why not about the media?"

TeacherRegistration

Click here to register now

For updates, news, and information regarding this site, our initiatives and events.

What'sNew



» **Click here to watch MuchMusic's new media literacy PSA**

MuchMusic's Environmental Action Kit School Mail-out

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INSIDE PLATO'S CAVE

[OVERVIEW](#)[CONTENT: 13
MODULES](#)[KEY CONCEPTS](#)[SAMPLE MODULE](#)[REVIEWS](#)[PRODUCTION
CREDITS](#)[TEAM BIOGRAPHIES](#)[WHO OFFERS IT?](#)[COURSE BROCHURE](#)

OVERVIEW OF THE 13 MODULES

Inside Plato's Cave

AN ONLINE MEDIA LITERACY
COURSE FOR TEACHERS



Modules

1. Media Education
2. Media Literacy and the Curriculum
3. Canadian Pop Culture
4. The Art of Persuasion
5. Media and Values
6. Media Language
7. The News
8. New(er) Technologies
9. Ideology and Representation
10. Audience
11. Movies
12. Prime Time Television
13. Popular Music

Links

Media Awareness Network

<http://www.media-awareness.ca/english/index.cfm>



Association for Media Literacy

<http://www.aml.ca/home/>



CHUM – Media Education

<http://www.muchmusic.com/mediaed/index.asp>



Jesuit Communication Project

<http://www.aml.ca/home/>

