

WELCOME!

to

MEDIA LITERACY IN ACTION in the EARLY YEARS

with

Faith Rogow, Ph.D.
InsightersEducation.com



Supported by the Pennsylvania
Office of Child Development & Early Learning
with Race to the Top Early Learning Challenge funds



Media Literacy Week



The Inaugural United States Media Literacy Week

November 2nd - 6th, 2015

#MediaLitWk

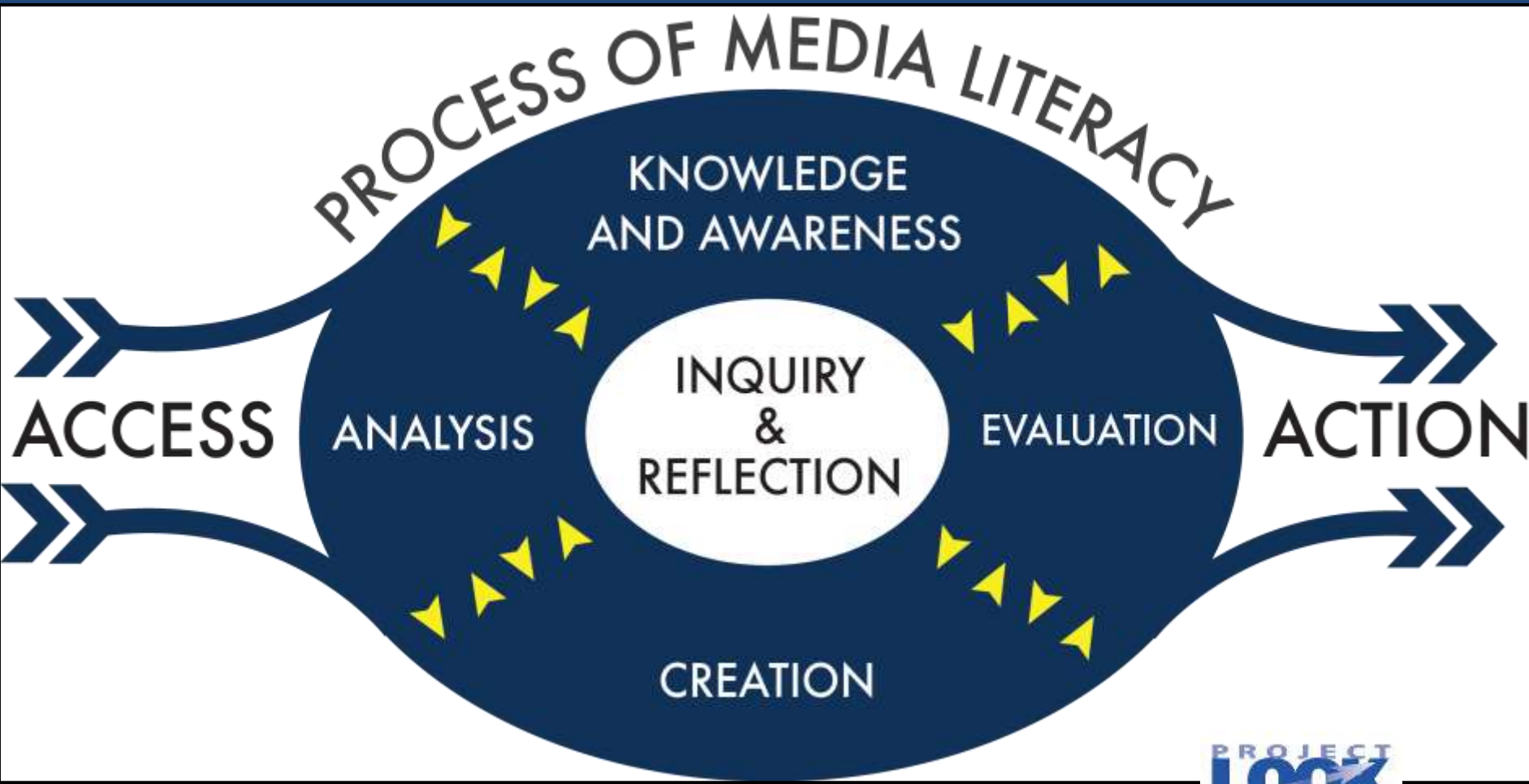
<http://medialiteracyweek.us>

medialiteracyweek@name.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.

NAMLE

www.NAMLE.net



- 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

SCARY

reality

opportunity



Credit: Urban Child Institute

WHICH BEST DESCRIBES YOUR GOALS?

TOP 5 MOST SUGARY CEREALS TO AVOID



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



MADE WITH 100%
WHOLE-GRAIN OATS

Lucky Charms

FROSTED OAT
CEREAL WITH
MARSHMALLOW
BITS



HELP FIND LUCKY!
SEE BACK PANEL FOR DETAILS!

NET WT 9 OZ (255 grams)

It's my job to
teach you to
think for
yourself

Looking
for
CLUES



THE PORTAL

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



**ASK MORE
QUESTIONS**

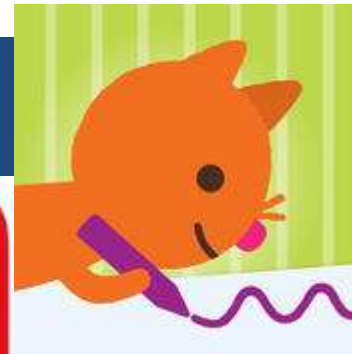
**TEACH OTHERS
TO ASK
QUESTIONS**



MAKE STUFF

REQUIRE:

- **Planning**
- **Decision-making**
- **Cooperation**
- **Target Audience**
- **Sharing**
- **Authentic Voice**





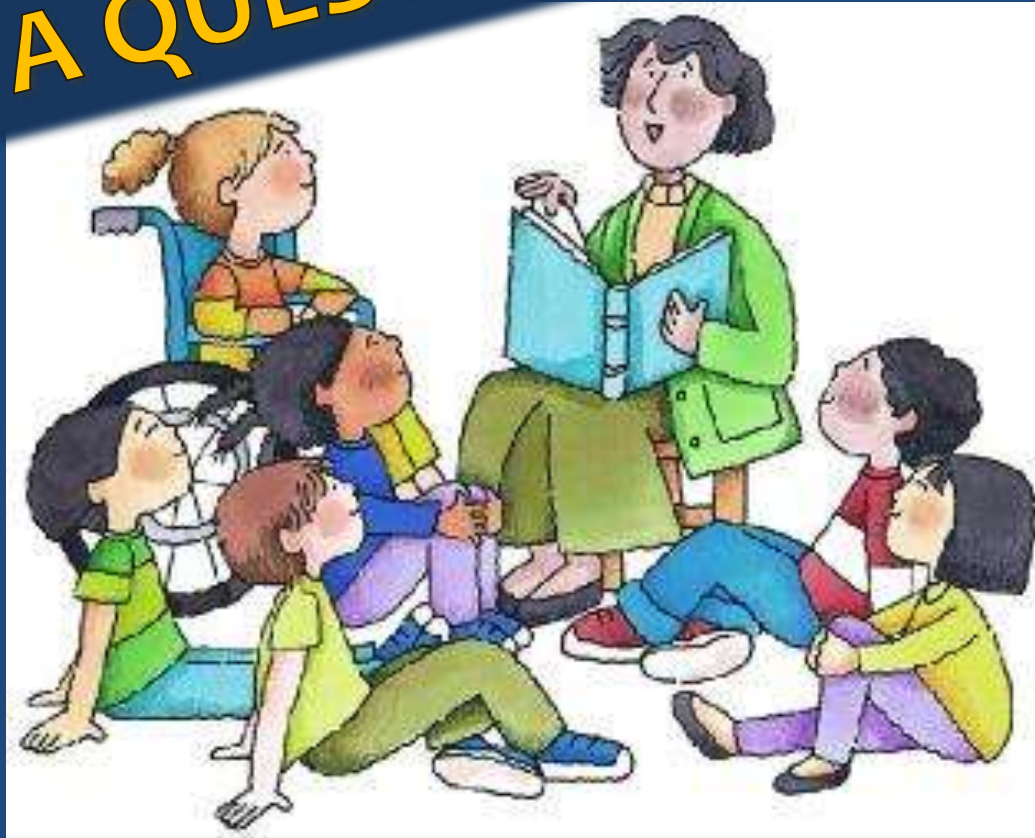
What's the purpose of a book cover?

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...



Seasons



Winter



Spring



Summer



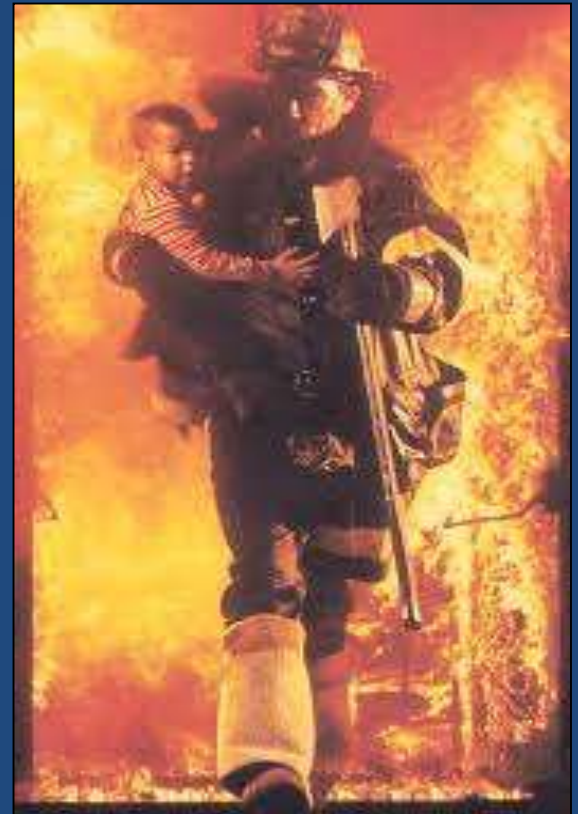
Fall





ISTOCK PHOTO/SHUTTERSTOCK

***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](https://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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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!

*Insighters***E**ducation.com

