

Media Literacy is the Message: The Legacy of MARSHALL MCLUHAN



Media Literacy Week

Nov. 6-12, 2011



Frank Baker

Jerry Harp

Madeline Di Nonno

Sunday, Nov. 6

Media Literacy Week Opening Session: Looking at Our Mediated Landscape 4-6 p.m.

St. Louis University/The Walter J. Ong, SJ, Center for Language, Media and Culture, St. Louis Room of Busch Student Center

Featured presentations: Lewis and Clark University scholar and poet, Jerry Harp, presents "Electronic Literacy: Ong and McLuhan in the Digital Age," and Gateway Media Literacy partners honors the Charles Klotzer media Literacy Awardees.

Monday, Nov. 7

Political Media Literacy: Deciphering our Political Commercials Noon-1 p.m.

STLCC-Meramec/Student Center 200

Presentation by Mark Wilson, student government president, and Robyn McGrade, Phi Theta Kappa president.

The marketing of politicians requires a more educated voting public. This program will give participants the opportunity to analyze political advertisements in small groups. Afterward, the facts behind the topics of the advertisements will be presented to demonstrate the need for and the method of fact checking.

If Marshall McLuhan Could See Us Now!

Noon-1:30 p.m.

Webster University/Library Conference Room

Panel discussion co-sponsored by the Press Club of Metropolitan St. Louis. Public relations, advertising, journalism and other communications professionals discuss the tremendous impact of new media on the message. McLuhan, who predicted a "global village" and the Internet, could not have imagined the extent to which these media have changed the delivery of news.

Tuesday, Nov. 8

Critical Understanding of Media Culture: A Conversation with Shirley Steinberg Virtual Interactive Presentation 2-3 p.m.

STLCC-Meramec/Library Confluence Room

Dr. Shirley Steinberg is Chair and Director of The Werklund Foundation Centre for Youth Leadership Education and Professor of Youth Studies at The University of Calgary. In addition, she is the Project Leader and Director of the Paulo and Nita Freire International Project for Critical Pedagogy. Dr. Steinberg is the author and editor of many books and articles in cultural studies, youth culture, and critical pedagogy, including the book "Media Literacy: A Reader."

Engaging The Eye Generation: Helping Our Students Read and Understand Images—Important 21st-Century Skills in Media & Visual Literacy

7 p.m.

STLCC-Meramec/Student Center 200

Join nationally recognized media educator Frank W. Baker for a hands-on, interactive teacher workshop designed to demonstrate how visual and media literacy fit into instruction. You will walk away with strategies and resources you can put to work immediately. This workshop would be of interest to: ELA, social studies, health, art, humanities, school library media and technology teachers.

Wednesday, Nov. 9

Health Literacy film and discussion sponsored by Health Literacy Missouri 11:30 a.m.-1:30 p.m.

Maryville University/Auditorium

Why Every Student Wants to be a Pediatrician: Broadening Career Choices Through Media Literacy 7-8:30 p.m.

Southern Illinois University-Edwardsville/Dunham Hall Room 2039

Presentation by Chantal Chandler, M.S., and Liz Reckker, M.Ed.

Thursday, Nov. 10

Investigating Trends in College Media 11 a.m.-noon

STLCC-Meramec/Business Administration Room 105

Student journalists from The Montage student newspaper discuss changing trends in college media, including the rise of an "online first, print second" mentality, variations in design and innovative storytelling methods for college print and online publications.

Coffee Conversations: Marshall McLuhan and Social Space 3-4 p.m.

Lindenwood University/Spellmann Leadership Room

Join Lindenwood professors Jill Falk, Michael Stein and Andrew Smith as they discuss the legacy of Marshall McLuhan.

Visual Literacy: Breaking Down and Looking Closely at Art 4:30-5:30 p.m.

Washington University/Mildred Lane Kemper Museum Sam Fox School of Design & Visual Art

Allison Taylor, manager of education programs, takes participants on a visual literacy tour and engages them in a few visual literacy exercises.

Labor and the Media

7-8:30 p.m.

St. Louis History Museum/AT&T Foundation Multi-Purpose Room

A distinguished panel of labor media experts discusses the year's controversial labor stories and how they developed within today's economic and political climate. Moderated by Don Corrigan

Friday, Nov. 11

Keynote Address

Gender in Media: Changing the Status Quo 10-11 a.m.

STLCC-Meramec/Student Center Room 200

Madeline Di Nonno, Executive Director of the Geena Davis Institute on Gender in Media, will present key findings and insights from the Institute's latest research. The Institute is the leading resource for gender in media research, trends and education for the entertainment industry and the public.

Saturday, Nov. 12

Academic Symposium

9 a.m.-Noon

St. Louis University/Xavier Hall Room 234

Moderated by John Knoll, Executive Director of Interfaith Partnership of St. Louis

"Miss Representation" Screening

7 p.m.

St. Louis International Film Festival/Plaza Frontenac

The film will be followed by a panel discussion led by Madeline Di Nonno, Executive Director of the Geena Davis Institute on Gender in Media.

For tickets: <http://www.cinemastlouis.org/tickets>



For more information: www.gmlpstl.org/
or the STLCC-Meramec website at
www.stlcc.edu/MC