

Media literacy empowers people to be both critical thinkers and creative producers of an increasingly wide range of messages using image, language, and sound. It is the skillful application of literacy skills to media and technology messages. As communication technologies transform society, they impact our understanding of ourselves, our communities, and our diverse cultures, making media literacy an essential life skill for the 21st century.

~Alliance for a Media Literate America (AMLA)
www.amlainfo.org



MEDIA LITERACY IN ACTION

Supper Seminar sponsored by the Colby College Goldfarb Center selected Thursday evenings from 5:00 – 6:30pm

Over the last decade, technologies supporting media access, production, and distribution have become less expensive, increasingly user-friendly, and pervasively embedded in our culture. Cell phones, digital cameras, mp3 players, and laptop computers invite us to create and consume information constantly. While emerging communication technologies receive a lot of attention, it's not the tools in and of themselves that are most interesting, but what we might be inspired to do once they're in our hands that's truly exciting. Increasingly, convenient access to communications media is inspiring people to create change within their communities and the world. With this seminar, our hope is to introduce you to a handful of these contemporary media activists, provide an opportunity to hone your media technologies skills, and inspire you toward action of your own.

Resources

Throughout the course of the semester, Tracy and Sara will be available for feedback on your projects. Digital cameras, both still and video, are available through Media Services. LRC computers have digital production software available, and LRC staff are happy to help you get started.

Books, articles, and videos are available for your perusal at the reserve desk in Miller Library. For access to seminar-related resources online, visit the Media Literacy in Action website at:
http://www.colby.edu/academics_cs/library/services/instruction/media-literacy.cfm

Join us for dinner and conversation with some of Maine's most inspiring media-makers.

February 16	Introduction
February 18 10:00am – 2:00pm	SPECIAL EVENT! Craig Saddle mire and Ryan Conrad: The Mess Media Tour— <i>Deinterlaced</i> and Hands-On Digital Media Production
February 23	Tracy Carrick: Zine Publication
March 16	Naomi Schalit: Media and Environmental Activism
March 23	Hillary Lister: Maine Indymedia
April 13	Charlotte Albright; Radio Documentary
April 20	Matt Power: Liberty News TV and Public Access Cable
April 27	Sara Prah: Digital Storytelling
May 4	Phyllis Mannocchi: Documentary Film & American Dreams
May 11	Presentations, Reflections, & New Directions

Participant Presentations

We hope the idea of creating original media grips you with excitement. Your production doesn't need to be a masterpiece and may be tied-in to work you are already doing in your community or courses. You might work alone or with a group to...

- Publish a zine
- Start a blog, vlog, or podcast
- Create a digital story
- Produce an audio narrative
- Write a letter to the editor of your local paper

No piece is too small. The idea is to taste the thrill of creating your own media and finding an audience for your unique viewpoint.

Sara Prah
859-5147 / slprahl@colby.edu

Tracy Hamler Carrick
859-5291 / tcarrick@colby.edu

