

Education in a Perilous Age:

A Case for Media Education
as Foundational Learning

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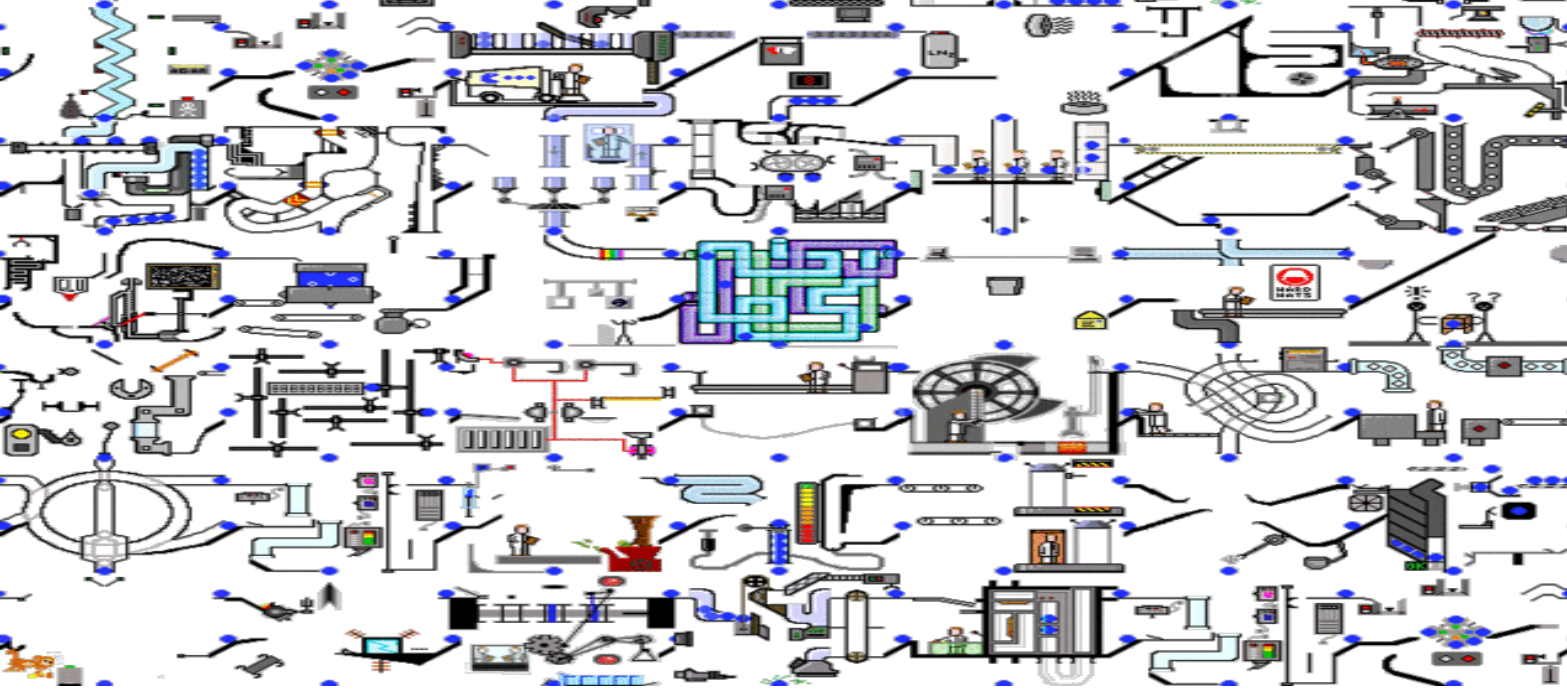
Vancouver, Canada

The Urgencies:

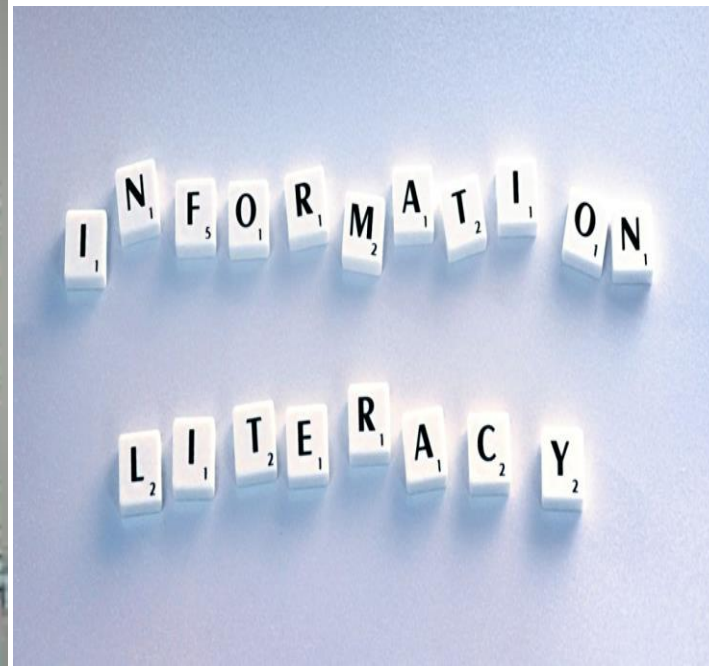
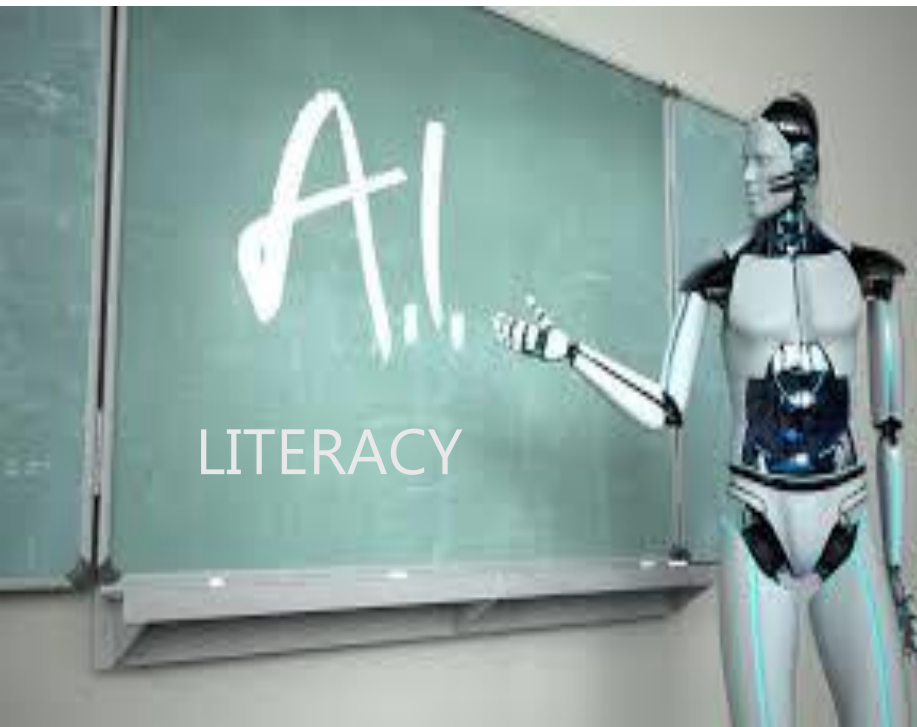
How to say:

"perilousness"





ALGORITHMIC LITERACY



**MEDIA
LITERACY**



Ethical Literacy

**Hands-on
Learning**



**AVOIDING
SOCIAL MEDIA
OVERLOAD**



The scale and quality of

Mediatization

in everyday life

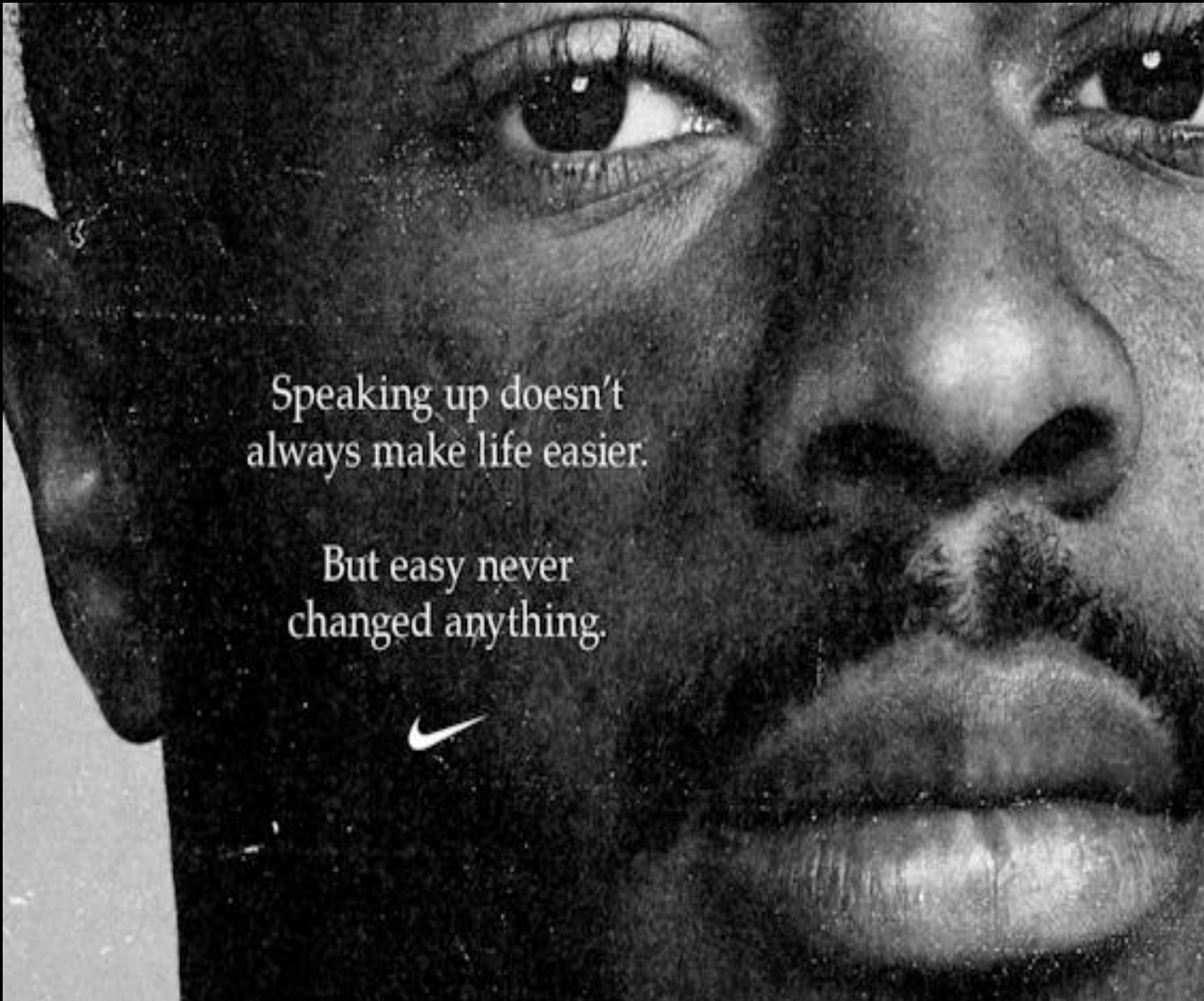
**2023
Edelman
Trust
Barometer**

Navigating a Polarized World

From a crisis of
institutional trust
to a crisis of
interpersonal trust

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A high-contrast, black and white close-up portrait of a man's face, focusing on his eyes, nose, and mouth. He has a slight smile and is looking directly at the camera. A small white Nike swoosh logo is visible on his chin.

Speaking up doesn't
always make life easier.

But easy never
changed anything.

**SOCIAL
PURPOSE**

**BRAND
PURPOSE**



Believe in something.
Even if it means sacrificing everything.

 Just do it.



Dove Real Beauty Campaign



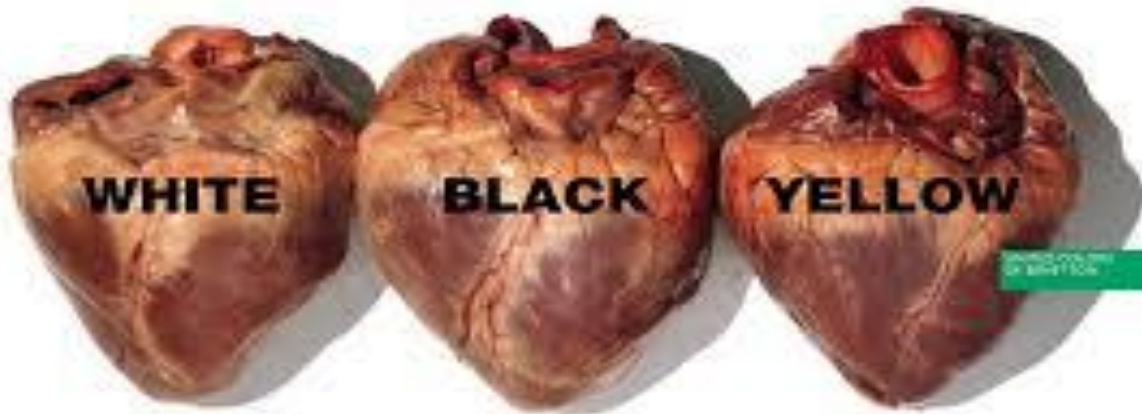
Coca-Cola
Shaping a
Better Future



Building a Better,
More Sustainable Future



**Oliviero
Toscani**



Conclusion

hope... "the experience of possibility"

"the experience of possibility"...the
raison de être of education