Visual Language and Representation of Reality. An Audiovisual Educational Project with Secondary School Students

Elisabeth-Nicoleta Fotiade

Nicoleta.Fotiade@activewatch.ro

ActiveWatch-Media Monitoring Agency (Romania)

Abstract

The aim of this presentation is to show how media education activities can integrate the particularities and cultural preferences of the learners in order to make the learning process more efficient and relevant. This adapted educational activity can also approach students' additional specific needs, like social inclusion in our case.

In an image dominated society and the boom of the new technology that opens endless opportunities for the media communication of individual consumers and users, media literacy is imperative. Society is formed out of groups with varied social backgrounds and opportunities. Nowadays, in the media-dominated society, lack of media literacy can deepen the social marginalization there where it happens. Media education is one way to tackle this issue and invest people with knowledge and competences that will open their access to self-representation and civic participation.

This imperative is at the base of the media education workshop that ActiveWatch delivered with secondary school students living in a socially disadvantaged area and belonging to the Roma minority, a group with long history of social discrimination in Romania.

Focusing on critical analysis of images and media messages, video production and the use of the online medium, the content of the workshop was designed to help students understand their own territory and identity and share their own social and cultural experiences through short films.

Formal education could easily integrate this type of extracurricular activity in its complete or partial form. The educational approach, the media tools and the methods used are highly relevant to the student's media-dominated daily life, an aspect that the school system should take into consideration.

*The action was developed within the European SHARP **project www.sharpnetwork.eu**.*