

# INTERNATIONAL CONFERENCE

In-formation in the Digital  
Communication Era:  
Towards

*M*edia  
*E*ducation  
*A*cross the  
*C*urriculum

2nd & 3rd October 2004

Central University of Athens  
Drakopoulou & Propylaea Halls

## ORGANISATION:



**SYNTHESI: THE HEURISTIC TEACHERS' TRANSNATIONAL SOCIETY**

Address: 52 Skyrou St. 113 62 Athens – Tel.: 210 822 2131

e-mail: [info@syn-thesi.gr](mailto:info@syn-thesi.gr) – [www.syn-thesi.gr](http://www.syn-thesi.gr)



**Kulturring Institute in Berlin e.V., Germany**

EU Socrates Project MEAC – *Media Education*

110843-CP-1-2003-1-DE-MINERVA-M

e-mail: [www.mediaeducation.net](http://www.mediaeducation.net)

Illustration: Adaptation from the painting of  
Achilleas Aivazoglou: *Yesterday's Today*

## Saturday, 2nd October, 2004 – Drakopoulou Hall

Opening: 9:00 - 9:20

- Opening by Dr Chrysoula Kosmidou-Hardy & Armin Hottmann
- Addresses

Part I: *Deconstructing the Media: A need for the Return of Philosophy?*

(9:20 - 11:20)

Chair: Robert Ferguson &amp; Armin Hottmann

- *Communication as Performance and Representation. A video presentation on: 'Democracy, Citizenship and the Media'*  
Dr Chrysoula Kosmidou-Hardy, Consultant at the Hellenic Pedagogical Institute, President of the SYNTHESI Society
- *The Dis-located Learner: Pedagogy and the Subject in the context of the Internet and Globalisation*  
Dr Robin Usher, Professor of Education, Director of Research Education at Royal Melbourne Institute of Technology (RMIT), Australia
- *The Media in Question: Information, Media Education and Democracy*  
Dr Robert Ferguson, Senior Lecturer, Institute of Education, University of London, U.K.
- *Knowledge and Control: Knowledge Construction in the context of a Theory of Critical Pedagogy*  
Dr Stanislaw Dylak, Professor at Adam Mickiewicz University, Dep. of Research on Teaching and Teacher Education, Faculty of Educational Studies, Poznan, Poland
- *Discussion* 11:20 – 11:40

Break 11:40 – 12:00

Part II: *Deconstructing Media Institutions* (12:00 - 14:10)

Chair: Chrysoula Kosmidou-Hardy &amp; Teun Velders

- *Educational Institutions and Democracy: Towards Media Education for Democracy*  
Dr Franco di Cataldo, Information Technology (ICT), Lyceo Artistico Statale di Venezia, Italy, Vice President of the SYNTHESI Society
- *Media Institutions and their Role for Democracy*
  - *Napoleonic Communicative Democracy or where has Gulliver gone*  
Liana Kanelli: Member of Parliament, Journalist
  - *The Big Bad Wolf, Little Red Riding Hood... and How to Keep Your Cool*  
Kalliopi Havela: (D.E.A) Journalist at the New Hellenic Television (NET), Communication Specialist
  - *Teaching Media Literacy Through Open Channels: The Case of the Open Channel in Berlin*  
Jürgen Linke: Director of Berlin Open Channel
- *The Media are Institutions of Communication: True or False?*  
Dr Mariusz Kakolewicz, Lecturer at Adam Mickiewicz University Poznan Poland
- *Discussion* 14:10 – 14:30

Break 14:30 – 15:15

Part III: *Media Education: Practical Approaches for Reflective Practice*

(15:15 - 17:00)

Chair: Alfonso Gutierrez Martin &amp; Chrysoula Kosmidou-Hardy

- *a. The Increasing Importance of Iconic Communication: From Linguistics to Semiotics through a new 'Grammar'*
- *b. The case of the "Three Graces": Experiential Approach*  
Dr Teun J. Velders, Professor, Programme Designer/Course Co-ordinator of International Informational Graphic Design (IGD) at Saxion UPE, Enschede, Netherlands

## Sunday, 3rd October, 2004 – Drakopoulou Hall

### Part I: *The Curriculum is the Future: Towards Praxis with Phronesis* (9:00 - 11:00)

Chair: Stanislaw Dylak, Franco di Cataldo & John Marmarinos

- **Multimedia Literacy in the Age of Information: Beyond Critical Reception**  
Dr Alfonso Gutierrez Martin, Senior Lecturer at Valladolid Uni., Madrid, Spain
- **Media Pedagogy: Core Concepts for Media Educators**  
Armin Hottmann, Media Educator and European Projects Coordinator at the Kulturring Institute in Berlin e.V., Germany
- **We Amuse Ourselves to Death: Are we 'Dying' from Amusement?**  
*A Critical Approach to the Curriculum of Media Education*  
Dr Josef Hieden, Professor, Director of the Academy for Teacher Training of Carinthia, Klagenfurt, Austria
- **Reading the Media: Xenophobia-Xenophilia and the Teaching of Foreign Languages**  
Dr Anna Triantafyllou, School Advisor
- **Discussion** 11:00 – 11:20

**Break 11:20 – 11:40**

### Part II: (Drakopoulou & Propylaia Halls) (11:40 - 14:10)

#### Workshops

Coordination of Workshops: Chrysoula Kosmidou-Hardy, Zoi Bella,  
Teun Velders

- **Unit 1 A: *The History of Hysteria or the 'Hysteria' of History: Just Media Mythologies?***  
Dr Chrysoula Kosmidou-Hardy  
Collaborators: I. Giastas, Psychoanalyst & St. Tsimpoukou (M.A), Philologist
- **B: *Conflicts and Possibilities with Practical Approaches on Media Education in a Cross-curricular context***  
Henrik Göthberg, Media Educator, Orsaskolan, Sweden
- **Unit 2 A: *Olympic Stars: Looking behind the Media Constructions in the Sports World***  
Arm. Hottmann & R. A. Gomez, Teacher, CRA La Sierra, Segovia, Spain
- **B: *Representing the Body: The Media 'Body-shop'***  
Tasos Asvestas (M.A), Director of Piraeus Special Education School
- **Unit 3 A: *Modern War Heroes: Deconstructing the case of Jessica Lynch***  
Theodore Goutas, (M.Sc), Educator, Information Technology
- **B: *Contemporary Young Women's War in their Attempt of Being "Real" in an Un-real World: The case of Sisley Advertisements***  
Anna Maria Czekala (M.A), Media Educator, Poznan, Poland

Facilitators: All presenters

**Break 14:10 – 14:50**

### Part III: (14:50 - 16:50)

Chair: Robin Usher

- **Communication and Memory: 'Remembering the future?'**  
*A Video Presentation*  
Dr Chrysoula Kosmidou-Hardy
- **The Athens Media Education Group: From a 'Conspiracy' Approach towards Creative Collaboration between Educators, Media Personnel and Artists**  
Fr. di Cataldo, Arm. Hottmann, Chrys. Kosmidou-Hardy, I. Marmarinos, Z. Bella
- **Conclusions and Evaluation**

# INTERNATIONAL CONFERENCE

## In-formation in the Digital Communication Era:

*Towards*

*Media  
Education  
Across the  
Curriculum*

Central University of Athens  
Drakopoulou & Propylaia Halls

Saturday 2nd & Sunday 3rd October 2004

### ORGANISING COMMITTEE

- Chair: Dr Chrysoula Kosmidou-Hardy, President of SYNTHESI  
Secretaries: Armin Hottman, (M.A.), Kulturring Institute in Berlin e.V.  
Dr Zoi Bella, School Advisor  
Treasurer: Ioanna Kyritsi, (M.A.), Educator  
Members: Tassos Asvestas, (M.A.), Director of Special Educat. School  
Konstantinos Giannakos, Educator  
Theodoros Goutas, (M.Sc.), Educator  
Lilika Kefala, (D.E.A. Communication), Hellenic TV – ET  
Aggelourania Kostoglou, Educator  
Dr Ioannis Marmarinos, Professor, Athens University  
Suzana Papapavlou, (M.A.), Educator & Artist  
Theodosia Pentarvani, School Director  
Dr Teun Velders, Professor, Saxion UPE, Enschede, NL

*With the support of:*



Athens University



The European Commission



Express Publishing



Saxion UPE, Enschede, NL



Design & Printing: Express Publishing

