



Welcome to the January edition of the Media in Education Newsletter

A very Happy New Year and welcome to the first Media in Education Newsletter of 2010.

In the newsletter this month you can read about several new initiatives related to the sharing of video resources, a project aimed at encouraging teachers to use video in language teaching and a report on the world's largest educational technology fair, BETT, where more and more exhibitors featured the use of media in education and training.

We are also busy preparing for the launch of MEDEA2010 and would like to announce the deadline for entries this year which is 31 July 2010. You can also read about one of our 2009 entries, the animation "Daisy and Drago", winner of the MEDEA Award for Creativity and Innovation 2009 as well as the team responsible for this excellent entry.

Let us know if you have news related to the use of media in education which we are happy to include.

Best wishes

Sally Reynolds and Nikki Cortoos

Editors

Media in Education – News

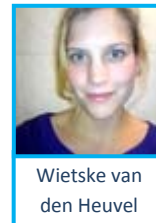
European Broadcasters collaborate to provide video resources for education

The recently launched [EUscreen](#) project is planning to make available a highly interoperable digitised collection of television material made up of archive resources from partners including broadcasters in 19 European countries. This material will be offered through the [Europeana portal](#) and one of the core groups of users identified by the project team is the educational community. By the end of the project, more than 35,000 items including videos, articles and photographs will be made available. We invited Wietske van den Heuvel, from the [Nederlands Instituut voor Beeld en Geluid](#) (Dutch Institute for Sound and Vision) to tell us why the educational



community has been specifically targeted in this Europe-wide initiative.

"Television images play an important role in the creation of our collective memory and cultural identity, not only on a national level, but also on a European and international level. It offers us a unique retrospective on historical events. More and more of these images are available online, providing a valuable resource for education and research. Because of the large amount of online media, the creation of media literacy has become an important topic in the educational field. Experiences from other projects like Video Active show there is not only a need for high quality, contextualized television material, but also for tools that offer clear examples of how to use this material in the classroom. EUscreen therefore also develops educational tools for students and teachers to allow the content on the EUscreen portal (ready in Q4 2010) to be used in a meaningful way and thus contribute to an increase in media literacy amongst students."



Wietske van den Heuvel

BETT show in London

The annual [BETT](#) show held recently in London has become the largest event on the topic of education and technology in Europe and a key event in the calendar of anyone interested in how media and IT can be used to support education at all levels. The BETT exhibition now occupies a huge amount of space in the Olympia and, while the exhibition itself is well worth the trip to London, BETT also boasts a very interesting seminar programme.



This year the number of media related exhibits and topics was striking and it was interesting to see the number of main-stream suppliers like Panasonic and AVID who now see the education market as being core to their business. Repositories and other initiatives offering media based content were also very evident, with Espresso Education featuring some of the more interesting offers. Prof Stephen Heppell organised the hugely popular "[Playful Learning](#)" feature at this show as well as the fascinating pre-show event, "[Be Very Afraid](#)" in conjunction with the [Learning and Technology World Forum](#)



Prof Stephen Heppell



which took place right before BETT. "Be Very Afraid" was a terrific showcase of what is possible in schools and universities with students showing and talking about the extraordinary things they are doing with new technologies in their learning.

Call for Proposals to the 10th DIVERSE Conference

This year the annual DIVERSE Conference on the use of visual media in education will be held in the University of Southern Maine - Portland, Maine, USA from 6-8 July 2010. The theme for the conference this year is "Disseminating Innovative Visual Educational Resources for Students Everywhere". The DIVERSE Conference is an annual gathering of academics, teachers, technologists and students that engages participants in an ongoing dialogue on the effective uses of visual media in education.



The Call for Papers is now officially open and you are invited to submit papers related to one of the following topics: [1] Pedagogy and assessment, [2] Tools and content oriented applications, [3] Projects and cases: implementation and sustainability and [4] People and technology: societal aspects. The closing date for receipt of submissions is Friday March 15, 2010, more information from the [conference website](#).

Encouraging teachers to use video in language teaching

The DIVIS project (Digital Video Streaming and Multilingualism) aims to encourage, motivate and equip both teacher trainers and practicing language teachers to include video production in their teaching. Supported under the European Commission's Lifelong Learning Programme, this 2 year project is developing guides, materials and examples to help teachers to use video production as part of their teaching practice. The support site for this project operates in 6 languages and work is progressing well in the creation of an online guide to help teachers use video in their classrooms. The project team is also running



workshops in different locations. Find out more from the project [website](#).

EdReNe workshop on IPR in Barcelona



Spaces are still available for this workshop where participants will discuss and share experiences on legal issues relating to educational repositories. Topics for discussion include; providing guidelines for users/teachers/producers, repository deposit licenses (including discussions on Open Educational Resources), rights clearance practices, strategies for providing copyright cleared material for education and the protection of rights: Digital Rights Management. Visit the [website](#) for more information.

MEDEA News

Featured winner 2009: Daisy and Drago

The winner of the MEDEA Award for Creativity and Innovation 2009 was the animation "Daisy and Drago" made by Terakki Foundation Schools (Turkey) represented at the awards by Özge Karaoğlu. This popular winner is a short animated video that was created by 6 year old Turkish pupils who are learning English.



a little girl called Daisy invites her friend Drago to take part in several of her favourite sports activities, but problems arise because Drago is a dragon and can't do the things that Daisy

can - you can find out what happens next by watching the video on our [website](#).

Two teachers were involved in the production of Daisy and Drago, Özge Karaoğlu and Havva Kangal Erdoğan. The storyline was written by Özge and the screenplay was written by Havva, an Animation and Art Teacher. Together, they involved 60 children who drew and coloured the pictures and recorded their voices for the characters. The video was then recorded by the technical team in the Terakki Foundation School.





Özge Karaoğlu (left) and Havva Kangal Erdoğan (right) after receiving their award and prizes from Tobias Hall from AVID (middle)

We invited Özge Terakki to tell us more about the Terakki school and reactions she and her colleagues have received to their participation in MEDEA2009.

Özge: "Terakki (which means 'progress' in Turkish) School was founded in 1877 and is one of the best schools in Istanbul, Turkey. Terakki includes a kindergarten as well as a secondary, high and science high school. Foreign language education which starts in kindergarten and goes on until students graduate is very important at our school.



I have been teaching English at Terakki Foundation School for six years and am currently working as the leader of the kindergarten department and as an English teacher. I believe in the importance of using different materials and creating new projects for children. I use new developing Web 2.0 technologies in my teaching and write about how to use these technologies in language education on my personal [blog](#). I have given many seminars both in local and international conferences on teaching young/very young learners and how to integrate technology in English lessons. We have different artistic activities at our school. Animation is one of them. Terakki School is the only school that teaches animation to students in Turkey. Students aged between 6-15 years old have animation lessons at our school. My colleague, Havva Kangal Erdoğan, has been teaching animation at Terakki Foundation School



for 12 years. She has run several workshops about how to teach animation. Our films have been received awards at different competitions and they have been shown at theatres and film festivals.

Havva and I aimed at creating different material based on our creativity and experience. As a result, we have created this English education film "Daisy and Drago" which also teaches animation and reveals artistic skills. The children who drew the pictures and dubbed the film were only 6 year old students. "Daisy and Drago" can be considered as the very first English film that was created and dubbed by 6 year old students who have been learning English as a foreign language with only 6 hours of English in a week.



Our international success made us and our school very happy and proud. We were awarded at the MEDEA Awards ceremony as well as at our school. We got great feedback about our project at the Online Educa Berlin conference. People who liked the idea of creating an educational film thought that Daisy and Drago was a unique and creative project. Our next aim is to show children our cartoons via TV channels and generate new projects for international organizations."

We also invited Musa Ceylan from the Turkish Prime Ministry, State Planning Organisation, [Centre for EU Education & Youth Programmes](#) and the Turkish National Agency Lifelong Learning Programme for his reactions to this win: "We were surprised when we learned that a Turkish institution, Terakki Foundation Schools, would be awarded this Special MEDEA Award. As the Turkish National Agency for EU Education and Youth Programmes, as well as the coordinating institution for the European Year of Creativity and Innovation in 2009 in Turkey, we were happy to help publicise this project. To do this, announcements containing information, photos and videos on the project, the School and MEDEA Awards were



published on the main page of [Turkish EYCI web site](#), both before and after the Award ceremony.

To continue our support to the Project, we are aiming to publish an article in the next issue of the Turkish National Agency's quarterly published magazine "[Egitim ve Gencilik](#)", due in three months time, which is distributed to over 80,000 educational institutions and stakeholders around Turkey in early 2010."

For a full description of Daisy and Drago including an interview with Özge and a summary of what the judging panel had to say about this entry, visit the [MEDEA Awards website](#).

Entries to MEDEA2010

This year the deadline for the receipt of entries is earlier than in 2008 and 2009 and is 31 July 2010. Entries this year are also invited in two separate categories for the first time. These categories aim to make a distinction between those creating media for educational use who are essentially professional media producers and those where the content is created by the users of the media itself.

Leaflets and posters available



New leaflets and posters promoting MEDEA2010 are now available in French, German and English. They will be distributed in the coming months at conferences and workshops and also through the MEDEA network of contact points in different European countries.

If you would like to receive these materials, contact the MEDEA secretariat. The new site for MEDEA2010 will be launched in the second half of January.



National Contact Point in Estonia

Each month we highlight the work being done by one of the agencies or centres that is helping to promote the MEDEA Awards. This month we invited Ene Koitla, Head at the Estonian e-Learning Development Centre to provide some background to her centre and the work it does.



Ene Koitla (left) and her colleagues of the Estonian e-Learning Development Centre

"The Estonian higher education scene is rapidly changing towards more flexible ways of providing higher and continuing education. The number of adult students in continuing education and retraining programmes will grow and the number of high school graduates decrease. The void that this creates is being filled by the Estonian e-Learning Development Centre. The Estonian e-Learning Development Centre operates as a department under the umbrella of the Estonian Information Technology Foundation and coordinates the activities of two consortia—Estonian e-University and Estonian e-Vet. The main objectives of these two consortia are to instigate and facilitate cooperation in universities and vocational schools respectively, to implement e-learning solutions and support e-learning related activities based on the principles of lifelong learning.

The Estonian e-Learning Development Centre is a unique example how successful collaboration can be achieved within and between different education levels. However, it quickly became evident that there were many more overlapping points of interest such as student mobility, for instance. After thorough deliberation the following activity pillars formed the basis of our work: staff training, employing educational technologists and developing unified e-learning infrastructure. Several new staff training courses were created within the three level training programmes.





The position of educational technologists was new to the universities and vocational schools at that time. Thus new people had to be trained and instructed. Assignment of educational technologists to every institution resulted in a massive increase in e-courses, also the quality of the content improved significantly due to better consultation of the teachers. All these activities are supported by constant development of the infrastructure-high quality joint hardware and software has been acquired to accommodate the needs of every member institution. All the above has contributed to the feeling of security and sustainability for the coming years."

For more information about this centre, visit their [website](#).

Related Award Schemes

Each month we include news about other awards schemes related to the use of Media in Education, these include national as well as specialist schemes.

Media Literacy event at BaKaFORUM

The [BaKaFORUM TV and Media Forum](#) which brings together educational broadcasters from all over the globe is organising a special "Media Literacy and Global Education" event as part of BaKaFORUM on Saturday, 30 January.

In providing background to this event the **BaKaFORUM** 2010 on educational and societal TV and Media organisers say "A global information society needs media literate citizens, because the art of understanding and sending out meaningful messages cross-culturally will be essential for new generations to communicate and generally do well on this planet. This will mean that professional public service media will not only have to provide learning tools and media to be used in and for education, but also to help produce and distribute the audiences own messages, which includes a mission to train especially young generations in media production and thus in getting their voices heard - and their ears and minds opened to understand the others' voices! The Media Literacy Day at BaKaFORUM 2010 will analyse this kind of new public service challenges with a dedicated Plenary Session, a Panel Discussion, and a project oriented Workshop.

More information about this event is available on the BaKaFORUM [website](#).

Lahore International Children's Film Festival



The Lahore International Children's Film Festival is an annual event to showcase the best of local and international cinema by and for children in Pakistan. The festival has three major objectives; to screen films from international and local film makers for Pakistani children, to promote children as film makers, while training them in the art of film making and exhibiting their work in the festival, and to nurture and inspire local film makers to produce films for children in Pakistan. This festival is organised by the [Ali Institute of Education \(AIE\)](#), a teacher education institute, committed to improving the quality of education in Pakistan and promoting professionalism among teachers. Find out more form the [festival website](#).

Contacting the MEDEA Secretariat

For more information, to submit content or to unsubscribe from this newsletter, please contact Nikki Cortoos of the MEDEA Secretariat:

Nikki Cortoos, MEDEA Secretariat

Address: ATIT, Leuvensesteenweg 132, B-3370 Roosbeek, Belgium

Tel: +32 16 284 040, Fax: +32 16 223 743

E-mail: secretariat@medea-awards.com