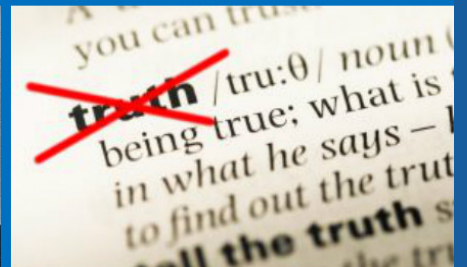
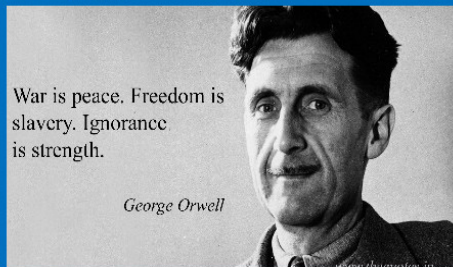


ASSOCIATION FOR MEDIA EDUCATION IN SCOTLAND



AMES Conference 2017

MEDIA, POLITICS & YOUNG PEOPLE

SATURDAY 3 JUNE 2017
10.15-16.30



ST LEONARD'S HALL
UNIVERSITY OF EDINBURGH

MEDIA, POLITICS & YOUNG PEOPLE

St Leonard's Hall, 18 Holyrood Park Road, Edinburgh, EH16 5AY

Saturday 3 June 2017

2016 was a seismic year in politics. The poisonous and dishonest nature of the Brexit and US Presidential campaigns, as well as the outcomes, left most educationists bewildered. How can we as teachers promote respectful, rational and evidence-based dialogue when politicians and media gain support and audiences through the opposite?

There is an urgent need for educators to consider such issues and AMES is delighted to welcome award-winning investigative journalist and academic, Dr Eamonn O'Neill, to deliver the keynote address.

The conference will feature workshops on politics and gender politics as represented in news media, documentary, feature film, animation and graphic novel.

Research evidence shows that the analysis and creation of film and media content is a key motivator and contributor to the development of literacy skills. So the conference also features workshops aimed at promoting literacy and creativity through media activities.

AMES gratefully acknowledges the support of [Scottish Film Education](#) and [Into Film](#).

PROGRAMME

- 0945-1015 Registration and coffee
- 1015-1025 Introduction: Mary Birch, Convener of AMES
- 1025-1110 Keynote: Media, Politics and Young People: Dr Eamonn O'Neill, investigative journalist & Associate Professor in Journalism at Edinburgh Napier University, plus Q+A.
- 1110-1120 Comfort break
- 1120-1230 A1: Teaching *I, Daniel Blake*: Social Realism in a Time of Social Media: Roy Stafford (SF)
A2: Disney Princesses: Dream Big?: Wendy Elrick (PS)
A3: Teaching Visual Literacy: Lorna Macdonald & presenter tbc (P)
A4: Teaching the Animation *Persepolis*: Rick Instrell (SF)
- 1230-1315 Lunch
- 1315-1430 B1: How to Read Donald Trump: Rick Instrell (SF)
B2: Teaching Cinema in the Classroom (part 1 of double session): Nicola Kettlewood & Kate Burton (PSF)
B3: Raising Literacy Attainment through Film – iPad (part 1 of double session) Yasmin al-Hadithi (PS)
B4: Teaching *Bend It Like Beckham*: Des Murphy (SF)
B5: Teaching the Role of the Media for N5 and Higher Media: Kirsty Brown (SF)
B6: Storyboarding a Short Film (part 1 of double session): David Griffith (PSF)
- 1430-1445 Refreshments
- 1445-1600 C1: Fake News and Post-Truth: Alex Law (SF)
C2: Teaching Cinema in the Classroom (part 2 of double session): Nicola Kettlewood & Kate Burton (PSF)
C3: Raising Literacy Attainment through Film – iPad (part 2 of double session) Yasmin al-Hadithi (PS)
C4: Teaching Graphic Novels – Marjane Satrapi's *Persepolis*: Rick Instrell (SF)
C5: The Long and the Short of Adam Curtis's Documentaries – teaching *Bitter Lake* and *Oh Dearism II*: Julie Laing (SF)
C6: Storyboarding a Short Film (part 2 of double session): David Griffith (PSF)
- 1610-1630 AMES AGM
- FEES (which include cost of lunch and light refreshments) are detailed on the back page.**

WORKSHOP OUTLINES

Codes: P: primary; S: secondary; F: further and adult education

Sessions A: 1125-1230

A1: Teaching *J, Daniel Blake*: Social Realism in a Time of Social Media: Roy Stafford (SF)

This workshop will explore the potential of the latest Ken Loach and Paul Laverty film as a case study text for the Key Aspects of Film and Media. Crucially, it will ask why this film has generated more public interest in the UK than the pair's earlier films, relating this to the development of social media apps such as Facebook, Twitter and Snapchat. It will further investigate what we understand by the term 'social realism' and suggest ways in which the 'Loachian' approach to constructing film narratives engages with audiences -- or frustrates them. We will also attempt to discuss the film's overall ideological effects.

A2: Disney Princesses – Dream Big?: Wendy Elrick (PS)

An introduction to the Disney Princess brand with a focus on discovering information about audiences, finding out about Disney as an institution and looking at key elements of representation.

A3: Teaching Visual Literacy: Lorna Macdonald & presenter tbc (P)

An introduction to teaching visual literacy and its role in the development of creativity and wider literacy attainment.

A4: Teaching the Animation *Persepolis*: Rick Instrell (SF)

This session will outline the critical and key aspects tools needed to analyse animation and apply them to Marjane Satrapi & Vincent Paronnaud's feature film *Persepolis* based on the acclaimed graphic novel.

Sessions B: 1315-1430

B1: How to Read Donald Trump: Rick Instrell (SF)

The semiotics of political communication through a case study of President Trump. This will be done via a textual and contextual multimodal analysis looking at language, rhetoric, expression, gesture and coiffure. Guest appearance by Alec Baldwin "Not funny, cast is terrible, always a complete hit job. Really bad television!"

B2: Teaching Cinema in the Classroom (part 1 of double session): Nicola Kettlewood & Kate Burton (PSF)

In *The Cinema Hypothesis*, critic and filmmaker Alain Bergala has proposed that film education should serve as a productive provocation, for both institution and pupil. His ideas have developed through his work with the Cinémathèque Française (Cinéma cent ans de jeunesse) and this session will outline his pedagogical theory and demonstrate its practical application. Copies of Bergala's book will be available at the conference.

B3: Raising Literacy Attainment through Film – iPad (part 1 of double session): Yasmin al-Hadithi (PS)

This demonstrates a selection of iPad apps which enable pupils to decode, encode, contextualise and analyse film text using the 3Cs and 3Ss framework. Each activity is designed to enable learners to make links between film and written text to develop their reading and writing skills.

B4: Teaching *Bend It Like Beckham*: Des Murphy (S)

Bend it Like Beckham was very successful at the UK and international box-office (\$77m) when it came out 15 years ago and is likely to appeal to a new generation. The film launched the careers of Parminder Nagra (*ER; Agents of Shield*), Jonathan Reece Meyers (*The Tudors, Match Point*) and Keira Knightley (*Pirates of the Caribbean; The Imitation Game*). It explores the themes of friendship, growing up, family, culture clashes, sexism, racism and women's football. It is a highly suitable text for BGE courses.

B5: Teaching the Role of the Media for N5 and Higher Media: Kirsty Brown (SF)

This session will discuss suitable texts and mode of delivery to ensure students can answer role of the media questions confidently in the course exam. There will be a range of approaches discussed using both advertisements and documentary.

B6: Storyboarding a Short Film (part 1 of double session): David Griffith (PSF)

Storyboarding is a great way to teach film literacy as well as to improve the quality of a short film. This double session explores the relationship between screen stories, screenplays, storyboards and the finished film with professional examples and plenty of practical advice for storyboarding and shooting a short film with your students.

Sessions C: 1445-1600

C1: Fake News and Post-Truth: Alex Law (SF)

Media portrayal of politics has always been subject to contested claims about accuracy and veracity but this has reached a new intensity. Erroneous claims and counter-claims are becoming a routine part of political gaming. A major tension exists between democracy and expertise. In a democracy all possess an equal claim on knowledge in principle with expert knowledge confined to de-politicised cultures of knowledge. This tension is compounded by the shift from traditional print and broadcast media to social media. When it comes to the political literacy of citizens these are not all of a piece. Outside the most egregious abuses, it is unhelpful to reduce political and ideological dilemmas to the easy and lazy formulae of 'fake news', spin and post-truth.

C2: Teaching Cinema in the Classroom (part 2 of double session): Nicola Kettlewood & Kate Burton (PSF) See B2 above.

C3: Raising Literacy Attainment through Film – iPad (part 2 of double session) Yasmin al-Hadithi (PS) See B3 above.

C4: Teaching Graphic Novels – Marjane Satrapi's *Persepolis*: Rick Instrell (SF)

This session will outline the critical and key aspects tools needed to analyse comics and graphic novels and apply them to Marjane Satrapi's acclaimed graphic novel.

C5: The Long and the Short of Adam Curtis's Documentaries – Teaching *Bitter Lake* and *Oh Dearism*: Julie Laing (SF)

Curtis uses documentary to critique power and its role in society; the stories we are told have 'stopped making sense'. Through study of his form-shifting narratives - both long and short - we can explore the mechanics of post-factual, post-truth news and perhaps empower young people to avoid Oh Dearism. Prior to the session, it will be helpful to watch the films which are currently available: *Bitter Lake* <http://www.bbc.co.uk/programmes/p02gyz6b> (150 min); *Oh Dearism II* <https://www.youtube.com/watch?v=8moePxHpvoK> (7 min)

C6: Storyboarding a Short Film (part 2 of double session): David Griffith (PSF)

See B6 above.

CONTRIBUTORS

Yasmin al-Hadithi is an Edinburgh-based documentary filmmaker, teacher and anthropologist. You can see her work at <https://vimeo.com/yasminalhadithi>.

Kirsty Brown is Principal Teacher of English at Hyndland Secondary School in Glasgow. She is an AMES committee member and marks SQA Media at Higher and N5 levels.

Kate Burton is a Glasgow-based filmmaker whose short fiction films have screened at festivals across the world; her most recent film *BB* (2015) was nominated for The Channel 4 Innovation in Storytelling Award 2015. Kate regularly directs, produces and edits factual and documentary short films. She has been a tutor on Understanding Cinema for two years and is a Film Practitioner for Scottish Film Education, Into Film, Firefly Arts, Project Ability and Glasgow Film. <http://kateburtonfilm.com>

Wendy Elrick is an English and Media teacher at Inverurie Academy in Aberdeenshire. She has also co-authored an upcoming textbook from Bright Red Publishing focusing on the Higher Media course.

David Griffith is a film and documentary screenwriter, producer and director. Productions include the BAFTA-nominated *Bye-Child* and the Emmy Award Winning documentary *Why the Towers Fell*. Feature screenwriting credits include *Hard Core Logo* (1996), *Hard Core Logo II* (2010), Tartan-noir thriller *TimeLock* (dir. David Griffith 2013) and *Fifty Kisses* (2014). David currently teaches screenwriting and directing at the SAE Institute and works as a Lead Practitioner for both Into Film and Scottish Film Education. He is also the project manager for the online teaching resources scotlandonscreen.org.uk and languagesonscreen.org.uk.

Rick Instrell is a founder member of AMES and has co-written Computing and Media Studies courses and units for SQA. He now acts as a freelance educational consultant and CPD provider and is a regular contributor to *MEJ*. Website: deep-learning.co.uk.

Charlie Jeffery is Professor of Politics and Senior Vice-Principal of the University of Edinburgh. Recent co-edited books include *Citizenship After the Nation State* (Palgrave Macmillan, 2013) and *Scotland's Decision: 16 Questions to think about for the referendum on 18 September* (Birlinn, 2014).

Nicola Kettlewood is Head of Education & Learning at Centre for the Moving Image (Filmhouse Cinemas and Edinburgh International Film Festival), with responsibility for Learning and Youth Development programmes. She has established Understanding Cinema (an adaptation of [Le Cinéma: cent ans de jeunesse](http://LeCinema.centansdejeunesse.com)) which currently operates in six Scottish primary schools. understandingcinema.wordpress.com

Julie Laing is a media course leader and lecturer at West College Scotland. She has produced educational materials for Glasgow City Council, Scottish Opera and SQA, and is a regular contributor to *MEJ*. She has recently exhibited at interdisciplinary art shows and current practice includes photography, video, writing and installation.

Alex Law is Professor of Sociology at Abertay University. He has published widely in a number of areas, including sociological theory, Scottish state and society, national identity, and cultural sociology. Recent books include *Key Concepts in Classical Social Theory* (2010, Sage) (which has just been published in Farsi) and *Social Theory for Today* (2014, Sage). He is currently working on a historical sociology of the civilising process in Scotland.

Lorna Macdonald is Principal Officer, Arts & Creative Learning at The City of Edinburgh Council.

Des Murphy was formerly Principal Teacher of English and Media at Bridge of Don Academy in Aberdeen and Curriculum Support Teacher for Media for Aberdeen City. Des is now a freelance CPD provider and is editor of *MEJ*. Website: desmurphy.co.uk.

Dr Eamonn O'Neill is an internationally award-winning investigative journalist and is Associate Professor in Journalism at Edinburgh Napier University. In broadcast journalism he has researched, produced, directed and presented investigative productions for STV, C4, BBC, Discovery, National Geographic and The Crime and Investigation Network. He has been honoured in national and international awards including: The Paul Foot Award; The British Press Awards; the Scottish BT Media Awards; and BAFTA. He was the first British journalist to be awarded an American IRE (Investigative Reporters and Editors) honour in the Special Award (Tom Renner Award) category for his lifetime's investigative work on miscarriages of justice. He is currently working on a new academic book for Routledge and contributes regularly on BBC Radio Scotland. His website is eamonnoneill.com.

Roy Stafford is a freelance film studies lecturer and writer. He is currently a provider of adult film education events and contributes to the BFI Film Academy in South Lakeland. He has written widely on film and media education and co-authored five editions of *The Media Student's Book* with Gill Branston. His most recent book is *The Global Film Book* (Routledge, 2014). Roy blogs on cinema at itpworld.wordpress.com.



GETTING TO ST LEONARD'S HALL

Pollock Halls of Residence, 18 Holyrood Park Road, Edinburgh, EH16 5AY

St Leonard's Hall is at Pollock Halls, between the Royal Commonwealth Pool and Holyrood Park (Arthur's Seat) and is 1.5 miles from Edinburgh Waverley station.

Bus service from Waverley station (10 min): Lothian Buses 14, from North Bridge every 15 minutes. Alight at Royal Commonwealth Pool and walk along Holyrood Park Road. Enter Pollock Halls on the right

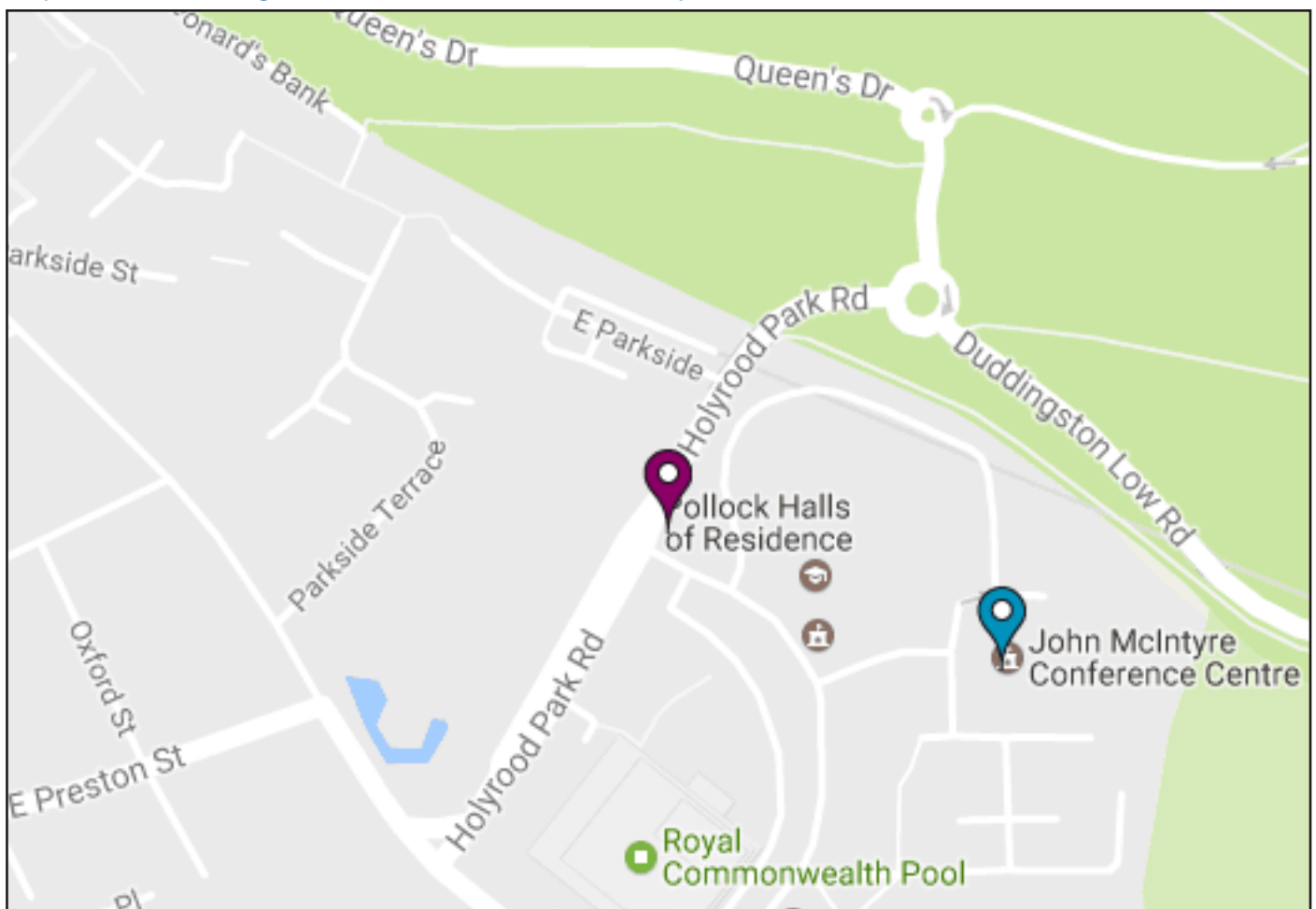
On foot from Waverley station (20 min): Come out of the station by the south exit and turn left into Market Street. Take first road right, Jeffrey Street. Follow the bend and walk straight on for 1 mile up St Mary's Street and the Pleasance. Turn left at the Royal Commonwealth Pool along Holyrood Park Road to Pollock Halls on the right.

By Car from Edinburgh by-pass: Exit for Edinburgh at the Sherriffhall Roundabout on A720. Follow the A7 (Old Dalketh Road and Dalkeith Road) for around 4.5 miles past Edinburgh Royal Infirmary and turn right at the Royal Commonwealth Pool along Holyrood Park Road. Enter Pollock Halls of Residence on the right and go through the security barrier. There is free car parking for delegates.

Overnight accommodation

There is on-site hotel accommodation. Check it out at:

<http://www.edinburghfirst.co.uk/for-accommodation/pollock-halls/>.



Association for Media Education in Scotland

Media, Politics and Young People: Saturday 3 June 2017

Registration Form (please send this form even if submitting official order)

Alternatively download electronic forms in [PDF](#) or [Word](#) format and submit to email below.

PERSONAL DETAILS

Name: _____

Organisation: _____

Address: _____

Work phone: _____

Home phone: _____ Mobile: _____

Email: _____

Please indicate any dietary or access requirements: _____

WORKSHOP CHOICES

Please enter codes for one A, one B and one C workshop (if selecting B2, B3 or B6 leave Box C empty):

A B C

CONFERENCE FEE (Tick one)

Institutional membership allows all staff in the institution to benefit from the reduced member's fee for the conference. Please tick one box below. If joining please enclose membership form if possible (downloadable from AMES website www.ames.scot). Concession rate available for students attending a relevant training course, the unwaged and the retired. The discounts for those joining as new members do not apply to renewals. Individual membership is only available to those paying personally.

Non-member (£60)

Individual/institutional/retired member and concession fee (£35)

Joining AMES as new individual member + conference (£55)

Joining AMES as new institutional member + conference (£70)

Joining AMES as new retired member + conference (£50)

PAYMENT METHOD (Tick one)

Cheque in post to address below

Via institutional official order to address below (individual orders not accepted)

On receipt of invoice from AMES (invoices will not be sent to individuals)

Electronically (Please pay to AMES account, Royal Bank of Scotland, Inverness Chief Office sort code 83 23 10, a/c no: 00657010) - Please use your name as reference.

Cheques (payable to AMES) or official orders should be sent to:

Robert Preece, AMES Treasurer, 10 Heatherley Crescent, Inverness, IV2 4AW

Telephone: 01463 236916

E-mail: rpreece@onetel.com

Web: ames.scot

Please try to submit applications no later than Monday 29 May. We will however do our best to process last minute applications.

PLEASE PASS ON TO COLLEAGUES