

“(the media are) at the core of experience, at the heart of our capacity or incapacity to make sense of the world in which we live” Roger Silverstone

Sussex Media Teachers Conference



DEPARTMENT OF EDUCATION
UNIVERSITY OF SUSSEX

FRIDAY JULY 7th 2017 Rm 309
Silverstone Building, University of Sussex

Keynote speaker: Dr. Pete Fraser (Media Education Association)

For programme details and to register go to:
<https://www.surveymonkey.co.uk/r/mediasussex>

Conference enquiries to: Dr. Keith Perera: k.perera@sussex.ac.uk

Registration enquiries to Vanessa Milne (Inspire TSA): vmilne@stpaulscc.co.uk

Dear Colleague,

Thanks for joining us at the first media conference that we've organised as teachers and lecturers.

I just wanted to share with you some further details of the speakers for the day and set you an important task for the afternoon session.

Pete Fraser of the Media Education Association will kick the event off with an inspiring keynote on the value of media study.

There is then a carousel of events from our 4 lecturers. We have tried to respond to the need for greater theory in the new specifications and the lecturers are keen to share their knowledge and research with us.

In the afternoon, I would like you to think of an aspect of practice to share with us in a Media TeachMeet format. You will have 3 or 7 mins (no PowerPoint) to just tell us what you do. Think of innovative ways to present that don't use PowerPoint. This will help keep us involved and minimise changeover time.

Please can you email Nicky (nsage@stpaulscc.co.uk) a short summary of what you are going to present using these headings:

- 1) Name
- 2) School
- 3) Title of presentation
- 4) Aspect of practice –
teaching/learning/assessment/resourcing/promotion/curriculum
plan/technical skill/other
- 5) 3 or 7 mins

Please bring any electronic resources for me to share after the event.

The programme follows on the next page.

The conference takes place in the Silverstone Building at the University of Sussex:
<http://www.sussex.ac.uk/about/directions/>

I would advise, where possible, arriving by public transport. If you require a parking permit, please email Nicky (nsage@stpaulscc.co.uk) by next Tuesday and this will be posted out to you so include a postal address.

Looking forward to meeting you next Friday.

Keith

Programme

9:30 – Welcome and Coffee – Dr. Keith Perera (University of Sussex and St Paul's Catholic College)

9:45 – Inspired to Teach Media – Dr. Pete Fraser (Media Education Association)

Workshops in response to the OfQual theory guidance and new specifications:

Workshop 1: 11:00 – 11:45

**Dr Ryan Burns - University of Brighton - Semiotics and Politics (Media Language and Representation)
Silverstone 317**

This session will explore ways of teaching semiotics that address the political implications of how we understand signs. Barthes' idea of myth helps to situate semiotics as a means of analysing broad cultural habits and patterns in assigning meaning to the world. When used in analysis of media texts, therefore, semiotics, can open up political discussions. As well as explaining HOW meaning is encoded within texts, this session will ask how we can best teach students to consider semiotics alongside ideology critique and discourse analysis as part of a range of conceptual and analytical tools to explain WHY media texts have particular meanings.

**Dr Victoria Grace Walden – University of Sussex – The Red Pill or the Blue Pill? Baudrillard and Capitalist Realism in Advertising (Media Language and Representation)
Silverstone 315**

Advertisements promise us the 'good life', utopian sensations and therapeutic answers to our daily problems. But to what extent are they postmodern in the Baudrillardian sense? How do they present a 'reality' to us that has never, and probably will never, exist? What does this have to do with capitalism and the neoliberal dream? Are we living in a simulacrum, and how might activist projects offer us 'the red pill' and help us to see the reality behind advertising?

Workshop 2: 11:45 – 12:30

Dr Theodore Koulouris - University of Brighton - Whither Ethics? Media regulation policy in post-Leveson Britain. (Media Institutions) Silverstone 317

What do the media do, and to what extent what 'they do' is different from what they 'ought' to do? Who determines what they 'ought' to do? In the end, is being 'good' possible in the media industry? Through an exploration of utilitarian and deontological ethics – Bentham, Mills, Kant and – this session will explore antipodean interpretations of what is 'good' or, indeed, 'useful' about the media, with a view to showcasing the ways in which (neo)liberal forms of contemporary democracy approach media regulation policy.

Dr Tanya Kant – University of Sussex - Web Platforms, Data Power and Industry: In Google We Trust? (Media Institutions) Silverstone 315

This workshop will explore themes of media industry and institutional power, especially in relation to online markets. Using global tech giant Google as a case study, the workshop will ask: how can we understand and critique new media power? What kind of implications do digital media platforms pose for questions of (free) public service, market monopoly and globalisation? Can we trust profit-driven digital platforms to inform and support democratic publics as they also commodify user interactions? These questions will be used to examine contemporary theory and concepts surrounding web platforms, data power and industry control.

12: 30 – 1:00 Lunch – Buffet in the Silverstone Social Area

Workshop 3: 1:00 – 1:45

Dr Ryan Burns - University of Brighton - Audiences and Fandom: It's in the game (Media Audience) Silverstone 317

This session will address eGaming as a recent media phenomenon that embodies aspects of both traditional sports fandom and digital media fandom. From streaming services on YouTube and Twitch, to stadium events such as those organised by Major League Gaming, the effort to engage audiences as fans takes many forms. This will be addressed in the context of Marxist labour theories as well as theories of audiences and fans.

**Dr Tanya Kant – University of Sussex - Active Audiences or 'Digital Serfs'? User Prosumption on Facebook (Media Audience)
Silverstone 315**

Drawing on contemporary theorisations of online media audiences, this workshop will explore how we might conceptualise ideas of 'the audience' in online and digital contexts. The session will ask: what does it mean to be an active audience on the web? Are new media audiences empowered as content creators or exploited as data providers? Are young people really Digital Natives? The workshop will consider these questions to explore ideas of prosumption, interaction and participatory culture.

Workshop 4: 1:45 – 2:30

**Dr Victoria Grace Walden – University of Sussex – America Occupied!: Postcolonialism and Man in the High Castle (Media Representation)
Silverstone 317**

This workshop resists the idea that postcolonialism is a time period that recognises an afterwards to Western domination of the world, and recognises that it marks a shift from a period when this domination was mostly categorised by violence to one more characterised by cultural imperialism and ideological myth. Using the Amazon series *Man in the High Castle*, it asks how does the programme's idea of an 'occupied America' play into historical colonial fantasies? But more importantly, how do the conventions of Western programme-making present a cultural domination of the moving-image?

**Theodore Koulouris - University of Brighton - 'Power & (of) the Media: Truth, Objectivity, Post-Truth' (Media Representation)
Silverstone 315**

In times when, on the one hand, the so called mainstream media are perceived as being disengaged from ordinary working people – or, indeed, the poor – and, on the other, the President of the USA appears to have no qualms in branding CNN as 'fake news', exploring the shifting registers of power and truth in contemporary media landscapes is incumbent upon us as media lecturers and/or researchers. This session will propose a return to basics: what is truth (and, in *tandem*, post-truth), how can we inculcate a more problematised approach to the concept of objectivity in our students, and how can we construct a more theoretically robust understanding of the ways in which power – or different registers of power – regulate news consumption.

2:30 – Media Teachers ‘Teach Meet’ – Silverstone 309

You will hear a variety of short presentations on aspects of practice. Our peers (media teachers and lecturers) will deliver these and a finalised list will be available on the day. Presentations will either be 3 or 7 minutes and focused on what we do in our practice. Please do sign up to do one below.

3:30 – Plenary, Q+A and next steps – Silverstone 309

4:00 - Close