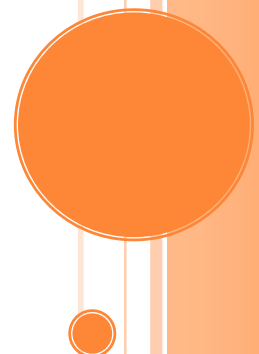


NOW YOU KNOW IT ALL!

***A project for media education for and with students of
the 7th and 8th classes***

IN COOPERATION WITH

***LANDESANSTALT FOR PRIVATE BROADCASTING AND NEW
MEDIA AND THE INSTITUTE FOR MEDIA PEDAGOGY AND
COMMUNICATION HESSEN***



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A project for media education for and with students of the 7th and 8th classes

The target group: "Pupils"

Growing up without media has become almost impossible in our society. Media are an integral part of today's socialization process in a highly technological society. Children and adolescents are intensively involved with digital media and their many possibilities (see KIM and JIM studies). The "Generation @" grows up in a virtual social space that merges with our familiar, real-world environment. The conditions of growing up today differ significantly from those of the parent generation. Conflicts in education and in school contexts are inevitable.

Media bullying, especially cyberbullying, has been increasingly affecting young people, teachers and parents in recent years. The young generation grows up with social networks and implements learned media positive and negative action patterns, in everyday life and on the Internet.

The project

The aim is to inform and motivate the pupils, possibly their parents and teachers of a whole year to the topic of "media and bullying", to engage more in everyday life with the field of media literacy.

The preparation

Approximately one week before the lecture a school class of the project school is visited. Together with the students, a small part of the upcoming lecture is planned, which will then be taken over by the participating students.

The presentation

The exciting and entertaining talk picks up on the phenomenon of cyberbullying and is aimed at students of a whole year. First of all, the connections between human communication are clarified. For this purpose, historical and current examples are used, which make it clear that bullying is not a modern phenomenon. It also establishes a connection to television that has not yet appeared in the cyberbullying debate and provides many templates and role models for cyberbullying. Furthermore, reference is made to the role of the entertainment industry, which plays an important role in the mission statement of the younger generation.

Overall, this event aims to create a reflective media awareness and motivate people to interact more positively with digital media. In addition, discussions about a reflected media behavior should be encouraged.

The event is to be prepared by a school class. Students of this class will then be involved in the lecture and will be guests in a media quiz.