

AMES

Association for Media Education in Scotland

*All are
welcome here!*

**Using Media Education
To Support Diversity
and Inclusion**

**Media
Education
Conference**

20th May 2023

Perth, Scotland

All Are Welcome Here!

Using Media Education to Support Diversity and Inclusion

Radisson Blu Hotel, 1 Leonard St, Perth PH2 8HE
Saturday 20th May 2023

According to Education Scotland, “Scotland’s ‘needs led’ and rights based educational system is designed to be an inclusive one for all children and young people in Scottish schools.” The ongoing incorporation of the UNCRC into Scots Law and the fact Scotland is the first country in the world to embed LGBT inclusive education signals that this is being taken seriously at a policy level. At a more personal level, we welcome broader and diverse perspectives which help create a greater sense of belonging, welcome and safety in our educational establishments and in our society.

As educators, we are all aware of the power of media to influence behaviours and attitudes, through representations both positive and negative, stereotypical and non-stereotypical. We are also aware that media education, both through studying texts and being involved in practical activities, helps learners interrogate these representations and enables them to contribute their own voices in a powerful and accessible way. The AMES Conference 2023 hopes that by aiding educators to develop their skills and access new ideas for teaching and learning, we can all do our bit to make sure “All are welcome here”.

Time for Inclusive Education will deliver the keynote. This award winning charity believes in taking “an educational approach to tackling homophobic, biphobic, and transphobic bullying and prejudice in schools.” They provide resources as well as work with teachers, students and teaching students to embed LGBT education in Scottish schools. Find out more at <https://www.tie.scot/>

PROGRAMME

09:30	Doors Open
10-11:00	Keynote
11-11:15	Break and Networking
11:15-12:15	Workshop 1
12:15-13:00	Lunch
13:00-14:00	Workshop 2
14:00-14:15	Break and Networking
14:15-15:15	Workshop 3
15:15-15:30	AMES AGM

1	A) Production	This practical session will be led by Into Film Scotland. Into Film puts film at the heart of children and young people's educational, cultural and personal development. Into Film is known for their high-quality offerings, focusing on both the enjoyment and making of film, as well as co-ordinating over 6500 Film Clubs cross the UK.
	B) Moonlight (Sam de Smith)	"Moonlight" is possibly best remembered as the surprise Oscar winner, upsetting predicted favourite "La La Land" but this story of a young African-American man who grapples with his identity and sexuality while experiencing the everyday struggles of childhood, adolescence, and burgeoning adulthood is a very successful text for analysis with learners. It works well in both Higher Media and Higher English. Sam deSmith is an experienced Secondary English and Media teacher in Glasgow and has written a superb article in the upcoming MEJ about teaching "Moonlight". In this workshop, he will help you prepare to tackle this complex and moving film.
	C) Podcasting	Mike Elder (Free Range Podcasting). Podcasting continues to vary hugely in style, content and format but it remains a powerful way to connect with an audience. This session will give some practical know-how, some creative inspirations and some podcast information to help understand how podcasts work and how you might set up your own. Mike, a former teacher, is an experienced podcast producer, working with organisations and schools to help establish their own podcasts.

Released in 2017, this Oscar-winning British short film focuses on Libby, a profoundly deaf 6-year-old, who learns British Sign Language from her social worker. Inspired by true events, the 20-minute-film asks questions about silence and communication. Isabel is an English and Media teacher at Inverurie Academy in Aberdeenshire. She loves using moving image to develop literacy skills. She has recently achieved her MED at the University of Aberdeen, focusing on inclusive pedagogy, participation and literacy.

Wendy Elrick (AMES). Advertising is a frequent area of study for our learners and often forms a core area of study for the Role of the Media questions. Advertising also provides a fast-moving, reactive mirror to society's views of the world - both in reflecting change and reflecting existing prejudice. As well as acting as AMES Convenor, Wendy is an English and Media teacher at Inverurie Academy in Aberdeenshire. She also contributed to the Bright Red Higher Media book.

Unforgotten, the British crime series, powerfully explores cold cases as well as the emotional impact of disappearances and murders on those left behind. It balances recognisable genre features with interesting representation and an engaging narrative approach, making it ideal for study in a classroom. It also raises issues of race, treatment of women and young people as well as those secrets some would prefer to be forgotten. Roy Stafford works in cinema-based film education in the North of England. He has written widely on film and media education and co-authored five editions of The Media Student's Book with Gill Branston. His latest textbook is The Global Film Book. He is currently offering Zoom film studies events to adults in West Yorkshire and beyond. He blogs on itpworld.wordpress.com

A) The Silent Child Isabel Sarran (AMES)	2
B) Adverts & Gender	
C) Teaching Unforgotten Roy Stafford	

3	A) Media Teach-Meet	This Teach Meet session provides a more indepth opportunity to share inspiration, best practice and support each other in the delivery of media and its qualifications. There will be a particular focus on inclusion and diversity, so bring your ideas and questions about meeting needs and fresh texts which will challenge our young people, including discussions around developing courses. This session will be facilitated by members of AMES.
	B) Video Essays Dr Ian Garwood (University of Glasgow)	This session will discuss merging the practical and theory of video essays, looking at how to make and assess video essays. Ian is Senior Lecturer in Film & Television Studies at the University of Glasgow and is a leading exponent of academic audiovisual film and television criticism, and his practice and critical reflection has been published in a number of online forums. He has also published widely on issues to do with the soundtrack in film and television, the sensuous aspects of storytelling in film, Bollywood, American Independent Cinema and New German Cinema.
	C) Filmmaking for All Sean Young (Screen Education Edinburgh)	Screen Education Edinburgh is Scotland's oldest filmmaking organisation and this session will provide an insight into their work. Over the past forty years, their impressive work has specialised in developing people from areas of deprivation and low-income backgrounds, those living with a disability, and those from diverse backgrounds, giving access to the artform, and nurturing new and undiscovered talent. Sean Young, the Skills & Qualifications Officer, is responsible for curriculum design and delivery of key programmes including BFI Film Academy, Screen Progression Programme, and bespoke partnership projects.



GETTING TO RADISSON BLU HOTEL

Radisson Blu Hotel, 1 Leonard St, Perth PH2 8HE

On foot from Perth train station (1 min): When you disembark the train, the hotel is right across the road from the station entrance which will only take a minute or so to walk.

On foot from Perth bus station (2 min): The bus station is also situated on Leonard Street. Upon leaving the station, head south towards Cross Street for approximately two minutes and the Radisson Blu Hotel is clear to see on the right-hand side.

By Car from:

Glasgow/Stirling/Inverness: Take the A9 to Perth. At the Broxden Roundabout, follow the A93 into Perth. Continue along Glasgow Road and York Place. At the traffic lights, turn right onto Caledonian Road. The entrance to the car park is straight ahead. The entrance is through the car park at the rear of the hotel.

Edinburgh: Take the M90 to Perth and come off at Junction 10. Follow the A912/Edinburgh Road into the centre of Perth. Turn left at the end of the road into Marshall Place and follow the A989 past the train station and the hotel until you reach the junction with Caledonian Road. Turn left past the hotel and the entrance to the car park is at the end of the road to the left. The entrance is through the car park at the rear of the hotel.

Aberdeen/Dundee: Take the A90 to Perth. Come off onto the A85 and follow the road into Perth. Turn left onto South Street across the River Tay. After the bridge, turn left and follow the A989 around onto Marshall Place, past the train station and the hotel until you reach the junction with Caledonian Road. Turn left past the hotel and the entrance to the car park is at the end of the road to the left. The entrance is through the car park at the rear of the hotel.

Overnight accommodation

The 4* Parklands Hotel situated on St Leonard's Bank is an approximately 3 minute walk from the Radisson Blu Hotel. Accessed from King's Place, the hotel has ample parking for guests and is also close to both the train and bus stations.

Association for Media Education in Scotland (AMES)

All Are Welcome Here: Saturday 20th May 2023

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

Sign up for the conference digitally: <https://forms.office.com/e/z86pjV5Gbj>



PERSONAL DETAILS

Name: _____

Organisation: _____

Address: _____

Work phone: _____

Home phone: _____ Mobile: _____

Email: _____

Please indicate any dietary or access requirements: _____

WORKSHOP CHOICES

Please enter either A, B, or C for each of the three workshops:

1 2 3

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)

Member/Retired/Student (£35)

Joining AMES as new individual member + conference (£65)

Joining AMES as new institutional member + conference (£80 each additional delegate at Member's rate at £35)

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:

Wendy Elrick, AMES Convenor, 18 Olympia Gardens, Banchory, AB31 5NR

Email: wendyelrick@googlemail.com Web: ames.scot

Please try to submit applications no later than Thursday 11th May. We will however do our best to process last minute applications.

PLEASE PASS ON TO COLLEAGUES