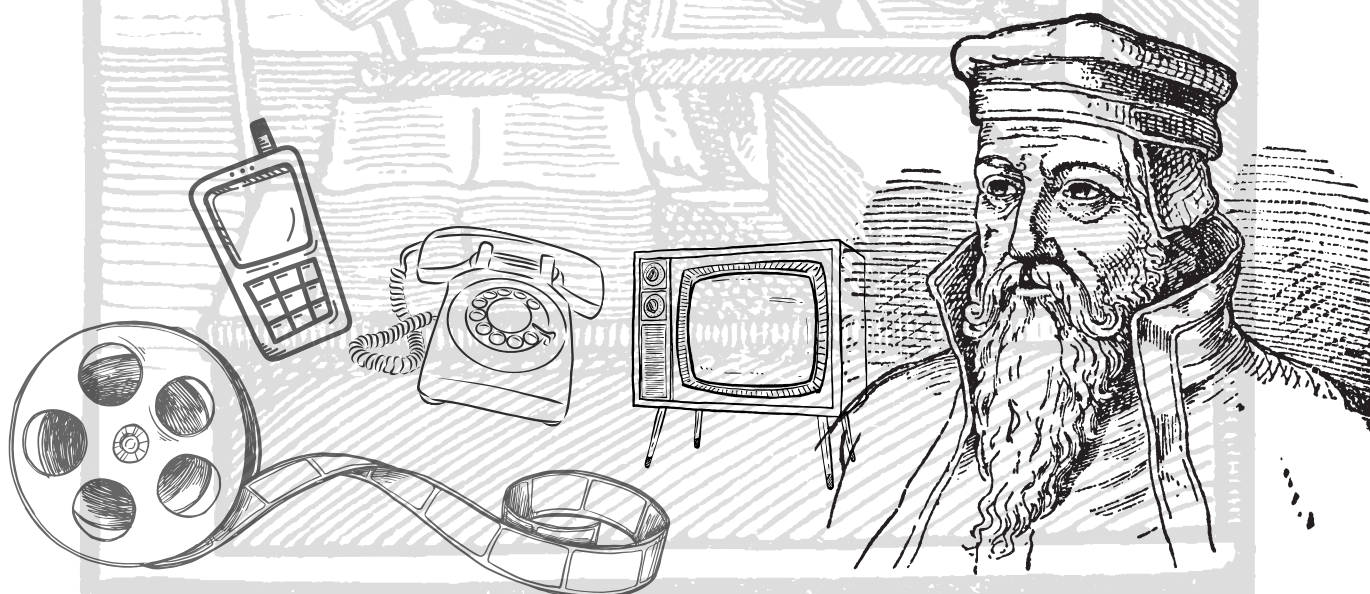


AMES

Association for Media Education in Scotland

INFORMATION OVERLORD

THE ROLE OF THE MEDIA AND ITS CHANGES



**AMES CONFERENCE 2024
MEDIA EDUCATION
15TH JUNE, PERTH**

Information Overlord

The Role of the Media and its Changes

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

Saturday 15th June 2024

The rapidly shifting way in which Social Media and online content has become a normalised part of our lives has also meant that traditional media texts such as newspapers, magazines and advertising, both print and moving image, have become less and less relevant to both us and our students. How is this impacting in our classrooms, our students and our lives?

Our keynote speaker is Josh Bircham, lecturer at Robert Gordon University in Digital Marketing and Analytics. Josh also runs PICT, a creative consultancy based in Aberdeen and Aberdeenshire. He graduated from Aberdeen University with a degree in English Literature and is a published author as well.

The AMES Conference 2024 hopes that by aiding educators to develop their skills and access new ideas for teaching and learning, confidence and passion in delivering Media will continue to flourish. We also offer workshops to develop teacher knowledge and skills, to support qualification classes, and to highlight developments in Media and film education teaching across Scotland.

| Programme | |
|----------------|--|
| 9.30am | Doors Open - Tea/Coffee and Networking |
| 10:00 to 11:00 | Keynote - Dr Josh Bircham - Robert Gordon University |
| 11:00 to 11:15 | Break - Tea/Coffee and Networking |
| 11:15 to 12:15 | Workshop 1 |
| 12:15 to 13:00 | Lunch (included) |
| 13:00 to 14:00 | Workshop 2 |
| 14:00 to 14:15 | Break - Tea/Coffee and Networking |
| 14:15 to 15:15 | Workshop 3 |
| 15:15 to 15.30 | AMES AGM |

Workshops

WORKSHOP 1 - 11.15 to 12.15

A

Role of the Media: 'Black Sheep' - Sam de Smith

Sam will examine this thought-provoking text, focussing on society, race and notions of belonging.

B

Re-imagined: Film and Text in the English Classroom - Isabel Sarran

Moving image allows a new view on well-known texts. Isabel (AMES) will use Wes Anderson's interpretations of Roald Dahl stories to explore the value of film in the English classroom.

C

Film in the Primary Classroom - Mhairi Johnstone/Students of QMU

Mhairi and her primary education students will present fresh ideas around using film in a primary context.

WORKSHOP 2 - 13:00 to 14:00

A

Role of the Media: Exam Advice - Kirsty Brown

Kirsty is an experienced media teacher who will examine the aspect of the role of media in qualifications.

B

NPA Journalism

New qualifications are established around Scotland to provide a richer learning experience for pupils. The NPA Journalism is a valuable qualification within the media education.

C

Teach-Meet - BGE/Resource Sharing

Teach-Meets are a powerful collaboration tool amongst educators. In this session, we will focus on ideas and resource sharing for BGE. The session is supported by members of AMES.

WORKSHOP 3 - 14:15 - 15:15

A

'The Last of Us' - Videogame and Television Series - Wendy Elrick

Wendy (AMES) will examine this popular text in its different formats and will discuss key aspects.

B

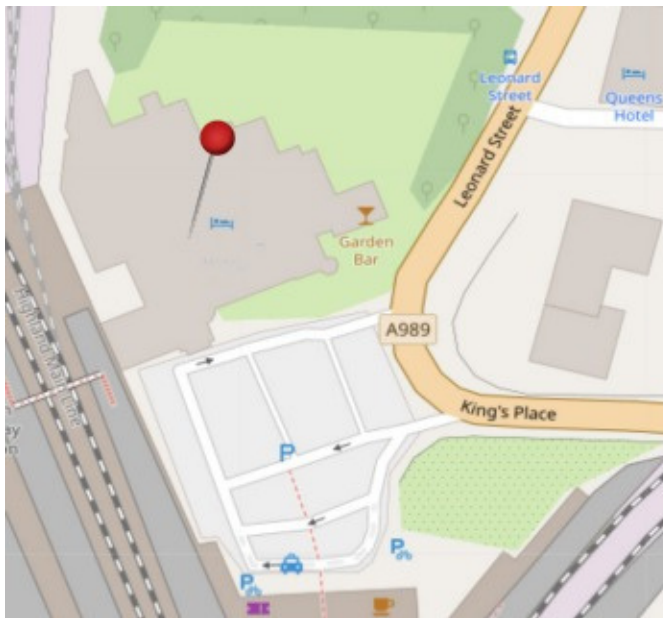
Screen Education Edinburgh (SEE)

SEE will introduce their exciting film projects and discuss their ongoing work to support educators and learners.

C

Teach-Meet - SQA/Qualifications Focus

Teach-Meets are a powerful collaboration tool amongst educators. In this session, we will focus on discussions and resource sharing for qualification courses. The session is supported by members of AMES.



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.

Parking is free - register your number plate with 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)

Information Overlord, Media Education Conference, Saturday 15th June 2024

Registration Form - complete and post or book online: WWW.AMES.SCOT

PERSONAL DETAILS

Name: _____

Organisation: _____

Address: _____

Email: _____

Please indicate any dietary or access requirements: _____

WORKSHOP CHOICES

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

Session 1: A B C

Session 2: A B C

Session 3: A B C

CONFERENCE FEE

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 (available from AMES website). 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 an Individual Member + Conference (£65)
- Joining AMES as an Institutional Member + Conference (£80 plus £35 for each subsequent delegate from institution)

PAYMENT METHOD

- Cheques payable to AMES sent to address below
- Via institutional purchase order (not available for individuals. Ask your office to raise one and send the order number to AMES)
- Electronically to AMES account (RBS, Acc 00657010, Sort Code 83-23-10, Please use full name as reference)

Please try to submit applications no later than Thursday 6th June 2024. We will however do our best to process last minute applications.

Post forms/cheques to: Wendy Elrick, AMES Convenor, 18 Olympia Gardens, Banchory, AB31 5NR Email: wendyelrick@googlemail.com Web: ames.scot

PLEASE PASS ON TO COLLEAGUES