



PARTNERSHIP FOR
21ST CENTURY SKILLS

**Request for Information Submission
Year 2**

Date Submitted

December 8, 2003

Contact Information

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Your Organization: Temple University

Organization's Address: Media Education Lab/SCAT
320 Annenberg Hall

City: Phil

State: PA

Zip Code: 19122

Organization's URL: <http://renehobbs.org>

Existing Programs

Description: The Media Education Lab provides research on the effectiveness of media literacy and communication technology in strengthening literacy and critical thinking skills. Website has links to recent quantitative research, published in Reading Research Quarterly, examining the impact of media literacy instruction on reading comprehension, writing skills, and critical analysis tasks involving print, video and audio media. <http://renehobbs.org>

Highlighted Examples

Implementing ICT and/or Technology Literacy Requirements

Our organization created a curriculum for health teachers in Pennsylvania to integrate media analysis and media production activities involving print and audio media into the middle-school health curriculum. Teacher training begins in January 2004 in coordination with Drug Free Pennsylvania.

Terms Applicable to Initiative or Research

- Media Literacy
- Communications Literacy

Additional Terms: Many people in literacy education use the term, "new literacies" with emphasis on the plural. See the Fall 2003 issue of Reading Research Quarterly for examples of this usage.