

# Contents

<i>Acknowledgments</i>	ix
<i>Preface</i>	xi
<i>Brent D. Ruben</i>	
<b>Introduction</b>	
Media Education: Portraits of an Evolving Field	1
<i>Robert Kubey</i>	
<b>PART I: Where We've Been and Where We're Going</b>	
1. A Rationale for Media Education	15
<i>Len Masterman</i>	
2. An Agenda for the Second Phase of Media Literacy Development	69
<i>Cary Bazalgette</i>	
3. Media Literacy: From a Report of the National Leadership Conference on Media Literacy	79
<i>Patricia Aufderheide</i>	
<b>PART II: Theoretical and Conceptual Perspectives</b>	
4. The Theoretical Foundations of Media Education Programs	89
<i>Jacques Piette and Luc Giroux</i>	
5. Visual "Literacy" in Cross-Cultural Perspective	135
<i>Paul Messaris</i>	
6. Expanding the Concept of Literacy	163
<i>Renee Hobbs</i>	
<b>PART III: International Perspectives</b>	
7. Media and Arts Education: A Global View from Australia	187
<i>Peter Greenaway</i>	
8. Textual Pleasures and Moral Dilemmas: Teaching Media Literacy in England	199
<i>Andrew Hart</i>	

9. A Much Debated Consensus: Media Literacy in Israel 213  
*Dafna Lemish and Peter Lemish*
10. Media Education for a Critical Citizenry in South Africa 229  
*Costas Criticos*

**PART IV: Curricular and Research Perspectives**

11. Media Literacy: A Compelling Component of School Reform and Restructuring 243  
*David M. Considine*
12. Making Media Literate: Educating Future Media Workers at the Undergraduate Level 263  
*Máire Messenger Davies*
13. Multimedia Education: Media Literacy in the Age of Digital Culture 285  
*David Buckingham and Julian Sefton-Green*
14. Living with the Tiger: Media Curriculum Issues for the Future 307  
*Robyn Quin and Barrie McMahon*
15. Media Literacy in the Home: Acquisition versus Deficit Models 323  
*Roger Desmond*
16. In Favor of “Bad News”: An Experiment in Teaching the Role of the Press in Israel 345  
*Tamar Liebes*

**PART V: Perspectives on Computer, Information, and “Museum” Literacy**

17. Can Computers Turn Teaching Inside-Out, Transform Education, and Redefine Literacy? 359  
*W. Lambert Gardiner*
18. Interactive Technology in the Classroom: A Case Study with Illiterate Adults 377  
*Micheline Frenette*
19. Network Literacy in an Electronic Society: An Educational Disconnect? 403  
*Charles R. McClure*

20.	Literacy in the Information Age School: Skills for Lifelong Learning	441
	<i>Carol C. Kuhlthau</i>	
21.	“The Tools Tell the Story”: Toward an Analysis of the “Museum Experience”	449
	<i>Tamar Katriel</i>	
	<i>Contributors</i>	463
	<i>Author Index</i>	469
	<i>Subject Index</i>	477