

# Contents

ACKNOWLEDGMENTS	xi
INTRODUCTION	1
<b>1 PAUSE ON LITERACY FAST FORWARD</b>	<b>10</b>
Rewind to Referencing Past	13
Literacy Through a Glass Darkly	15
Literacy and Schooling	18
On the Horns of Plato's Dilemma	20
<b>2 EXPANDING LITERACY</b>	<b>25</b>
Literacy as Discourse: Theory at the Turn of the 21st Century	28
The Discourse of Schooling	29
Literacy Myths and Their Consequences	31
When Past and Future Collide	33
Erasing the Myths of Literacy	36
Avoiding False Dichotomies	40
<b>3 DIVERGENCE AND CONVERGENCE ON THE ELECTRONIC FRONTIER</b>	<b>42</b>
Mass Communication Study at the Crossroads	44
Scanning the Faultline	45
In Search of Digital Literacy	48

	Whatcha Doin' Marshall McLuhan?	52	
	From Oral to Print to Electronic and Back Again	55	
	Converging Literacy, Communication, and Educational Theory	57	
<b>4</b>	<b>SPLINTERING LITERACIES</b>		<b>60</b>
	A New Literacy for a New Age	61	
	A Case for Multiliteracies	63	
<b>5</b>	<b>BEYOND ACCESS</b>		<b>69</b>
	Educational Technology: Tools in Search of a Theory	71	
	Networked Computers as Literacy	75	
	Computers as Literacy	77	
	The Sum of the Parts	79	
	Literacy Tools in Action: Crossing the Divide	86	
	Reframing the Access Issue	89	
<b>6</b>	<b>REPRESENTING LITERACY IN THE AGE OF INFORMATION</b>		<b>92</b>
	Linking Literacies	93	
	The Literacy of Libraries	97	
	A Closer Look at Visual Literacy	104	
	Visual Literacy in Practice: Codes and Contexts (What in the World Is) Media Literacy?	109	
	Media Education in Europe	114	
	Defining Media Literacy	118	
	Constituencies for Media Literacy Education	122	
	Media Teaching About Media	123	
	Media Education in Print	126	
<b>7</b>	<b>TREADING WATER: MEDIA EDUCATION IN THE UNITED STATES</b>		<b>129</b>
	Dissecting the Critical Viewing Movement of the 1970s	133	
	Conflicting Purposes of Literacy	139	
	Protecting Other People's Children	140	
	Jammin' for a Better Tomorrow	149	
<b>8</b>	<b>MOVING TOWARD AN ACQUISITION MODEL OF MEDIA EDUCATION</b>		<b>153</b>
	An Arts-Based Approach to Media Education	156	
	The San Francisco Digital Media Center: An Arts-Based Approach in Action	160	
	Critical Democratic Approaches to Media Education	162	
<b>9</b>	<b>REPRESENTING DIVERSITY—MEDIA ANALYSIS IN PRACTICE</b>		<b>166</b>
	Diversity and the Myth of Educational Failure	167	

Teaching in the Diverse Classroom	169	
Diversity and the Pop Culture Canon	170	
The Case for Cognitive Apprenticeships in Language and Literacy Learning	173	
Cognitive Apprenticeships in the Diverse Classroom	175	
Cognitive Apprenticeships for Media Education	177	
Cognitive Apprenticeships With Student-Produced Work	179	
The Case for Video Production in the Diverse Classroom	183	
Video as a Scaffolding Medium	183	
Representation and Reproduction	185	
<b>10 TOWARD AN INTERACTIVE EDUCATION</b>		<b>195</b>
Coming to Consensus	197	
The Marriage of Analysis and Production	198	
In Search of Media Education Standards	200	
Exemplary Media Education Standards in the United States	202	
Research and Practice	224	
Scaling Up Local Critical Literacy Efforts	226	
Why Media Education?	228	
<b>AFTERWORD: A TALE OF TWO CITIES</b>		<b>231</b>
Literacy in a Rural Setting	232	
Literacy in an Urban Landscape	243	
<b>APPENDIX: Global Multiliteracy Networks</b>		<b>255</b>
<b>REFERENCES</b>		<b>258</b>
<b>AUTHOR INDEX</b>		<b>275</b>
<b>SUBJECT INDEX</b>		<b>281</b>