

Putting the ME in Media Literacy

Media Literacy Consulting, Training, and Curriculum Development



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Described by the Center for Media Literacy as “one of the media literacy field’s most sought after speakers,” Dr. Considine received the Jessie McCanse award from The National Telemedia Council for his individual contributions to media literacy. His books include two editions of *Visual Messages: Integrating Imagery into Instruction*, *The Cinema of Adolescence*, and *Imagine That: Developing Critical Viewing and Thinking Through Children’s Literature*.

His consulting work within the media industry includes Discovery Communications, Cable in the Classroom, Turner Learning, and McDougal Littell (Media Focus).

As chair of the first National Media Literacy Conference, (Appalachian State University, 1995), he engaged personnel from The Office of National Drug Control Policy at the White House in a discussion about the role of media literacy in preventing substance abuse.

Subsequently, he served as a media literacy consultant for both the Clinton administration and the Bush administration. In November 2001, ONDCP sent him to Mexico City to take part in the Bi-National Demand Reduction Conference.

Considine’s doctoral dissertation focused on ‘Adolescent Sexuality and Mass Media’. It provided the background and context for a series of workshops he developed for young people and youth leaders (“The Visible and the Vulnerable” and “Teenagers and Screenagers”).

He has conducted media literacy workshops and training for county and state health departments across the United States. These sessions examine the impact of media messages about alcohol, tobacco, sexuality, violence, and eating disorders on impressionable children and adolescents.

He has developed and delivered curriculum materials and training for the North Carolina Governor’s Office on Alcohol and Substance Abuse and The Governor’s Youth Board (Arkansans for Drug Free Youth).

Beyond the area of prevention and “at risk” youth, Dr. Considine is equally interested in the healthy growth and development of a democracy. This includes the relationship between mass media, citizenship, cynicism, and skepticism. In writing for Cable in the Classroom’s 2002 white paper on media literacy, Considine said: “to be literate in a multimedia age raises complex questions about our dependence upon, our independence from, and our interdependence with the media.”

As chair of the 2003 National Media Education Conference, Considine conceived the conference theme: “Literacy and Liberty: Rights, Roles, and Responsibilities in a Media Age.” In the process, he reached out to The National Council for the Social Studies, engaging that organization in a dialogue about the role of media literacy and its relationships to NCSS standards and strands. The result was the development of a media literacy track for the NCSS national conference.

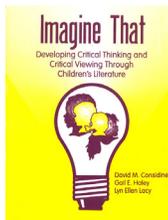
With undergraduate degrees in history, English, and Media Studies; a master’s degree in Library Science, and a Ph.D. in Curriculum and Instruction, Dr. Considine articulates a vision of media literacy as an integrated and interdisciplinary skill. As such, his writing has been published in diverse periodicals including, *The Middle Ground*, *School Library Journal*, *Educational Technology*, *The Social Studies*, *Language Arts*, *The Journal of Popular Film and Television*, and *School Library Media Quarterly*. Rather than forcing media literacy into an

already crowded curriculum, Considine seeks to demonstrate how media literacy is compatible with existing curriculum and organizational mission statements. In the case of The National Middle School Association, Considine has been a featured speaker, connecting media literacy to both the nature and needs of early adolescents and to middle school philosophy like Turning Points 2000.

Dr. Considine has been featured in Court TV’s “Mind Over Media,” in PBS’ “Media Literacy: The New Basic,” “The Glitter: Sex, Drugs, and the Media,” and in 2 broadcasts by American’s Defense Monitor “Selling Weapons” and “Media and The Image of War.”

Dr. Considine has served as a consultant and on screen commentator for AMC’s “Homeward Bound: The American Family in Film.” He has also worked extensively across the United States, participating in Discovery’s “Know TV,” town forums.

Born, raised, and educated in Australia, Dr. Considine was an early pioneer of media literacy in that nation in the early 1970’s, before moving to the U.S. In this nation, he has served on the boards of directors of The International Visual Literacy Association, The National Telemedia Council, and The Alliance for a Media Literate America. He coordinates the graduate program in Media Literacy at North Carolina’s Appalachian State University, where he enthusiastically engages students in an examination of the pleasures, promises, and pitfalls of media and technology in our classrooms and living rooms.



Booking the Speaker

Both informational and motivational in nature, Dr. Considine’s programs are suitable for parents, community groups, teachers, librarians, administrators, and of course, students. The sessions can be as short as a keynote address or as extended as a 2-3 day workshop. Dr. Considine has presented for The U.S. Department of Education, Penn State, and Harvard among other institutions. He has conducted programs throughout North America, including Canada and Mexico, with points as far apart as Hawaii and Puerto Rico. Contact him at considinedm@appstate.edu or for testimonials, see his section of the website at www.gailehailey.com. To visit Appalachian State University’s graduate program in media literacy go to www.ci.appstate.edu/programs/edmedia/mediaelit.