

## **MZOOM – teaching media on the web**

*The media influences you. Learn how to influence the media!*

MZOOM is a new E-learning resource on media, for youngsters, 13 to 19 years old. MZOOM features online, interactive courses where youngsters can learn about media production and –genre, as well as an arena where they can publish own productions: films, music and texts.

MZOOM focuses on media as a source of entertainment and knowledge, and gives youngsters ‘hands on’ knowledge of the media. The insight in the production of media expressions is fundamental to develop ‘media literacy’: challenging students to critically analyse the media and to produce their own expressions and creations.

### **Why?**

The technological development of the last ten years has changed media’s form and content. The expansion of Broadband continues this change: The capacity increases, services converge, and the media is starting to play a new role. This development gives commercialised interests great opportunity for pay-services.

Youngsters use the media, and specifically the Internet, as an important source of cultural expressions, entertainment, knowledge, and for social gatherings. They are, however, seldom challenged to analyse media’s content and influence. MZOOM offers them an arena where they can enjoy and discuss the media.

### **What is mzoon?**

MZOOM offers courses that will introduce youngsters to both the theoretical and practical side of media. The subject of the courses will be as diverse as Reality-TV, Journalism, Scriptwriting, Violence and Censorship, Advertising, Soap opera, Film-production, Web-design, Animation or The Ethics of Journalism.

As well as being an introduction to the wide field of media discussions, the courses will teach the youngsters how to become producers of their own media-products. In addition to the courses, there will also be workshops and on-line happenings with directors, journalists and others from the media-industry. MZOOM will also have a creative arena where youngsters can publish music, texts, movies etc.

### **Learning by doing**

MZOOM will provide a service where the users themselves experience and explore new subjects and types of media. By combining the Internets wide possibilities for interactivity with modern pedagogy, MZOOM will explore and establish new kinds of E-learning.

MZOOM as a service is designed for individual users taking courses and seeking information. As a journalist, film-creator, editor or scriptwriter, the user is given assignments to solve on his or her own. As well as being suitable for individual use, MZOOM is well suited for use in classrooms. Inside MZOOM, teachers or group-administrators can establish private group- or classrooms where specific users can log in and exchange results, show and discuss their products, and help each other with their assignments.

### **How?**

The editorial staff of MZOOMs magazine will consist of four youngsters from all over Norway. These will approve all material posted to the magazine and will be responsible for updating the service. These editors will also run local editorial groups in the towns where they live.