

SCIS

WE ARE THE WORLD

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FROM THE PRINCIPAL'S DESK

Dear Parents,

During the past few years it has become increasingly evident that media is as powerful a force in children's education as schools are; perhaps even more powerful. Why would Television have such a dramatic effect on young children very easily...? Well I personally feel that television comes right into the home, exposing the child to a window into a world that is almost unreal to a child. They just see what is possible by the magic of programming and special effects. Children do not have the same memories as their parents. They create memories using visual images that are constantly bombarding them. Television is a tool that could be used constructively provided that the matter is suitable for children. One of the greater ironies of education is the fact that the two great influencers of children, teachers and TV producers, rarely, if ever, communicate. They do not speak the same language or appreciate each other's priorities. One place to start bridging the gap is in media literacy for educators, parents and other stakeholders.

The following questions require you to look with an open mind at various forms of media – TV, films, newspapers and magazines, music, advertising and of course the all prevailing Internet!!

1. What image of education do we aspire to see portrayed on national or regional television, film or print media?
2. What aspects of the world do we aspire to see reflected in the media that the children pay attention to?
3. What images of reality (in sound, text, video, film, advertisements) do the children in a classroom or school talk about?
4. Why do kids like them? Why are they popular? What do kids or adults get from them.?
5. How do you decide or determine the reliability of a source of information or entertainment, fictional or non-fictional?
6. Are you comfortable with your child watching the news?
7. Would you continue to recommend that your child read the newspaper every morning to see that international, national and local news?
8. How do you analyze the morality of advertisements or films that children get exposed to in the media?
9. How do we ensure that our kids have some 'ME' time without their cell phones, PSP or laptops, where they constantly have the urge to update their status on Facebook or Twitter or the Blackberry Messenger...?
10. Can we harness the power of the different forms of media in a constructive sense to make our children ready for the future world that they would inherit?

Do mail me your comments and feedback,

With warm regards,

John Bagul,

Principal

South City International School

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Special points of interest

Creative writing competition in English, Hindi and Bengali that gives wings to their imagination.