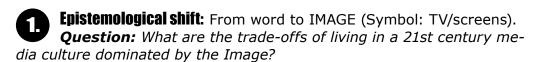
Our 21st Century Media Culture

Eight Shifts

Medium: a form of communication—i.e. television, a video game, or a magazine article—that transmits messages, tells stories, structures learning, and constructs a "reality" about the world.

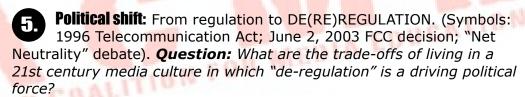
Media Education: an educational approach that seeks to give media users greater freedom and choice by teaching them how to access, analyze, evaluate and produce media. ACME-style media education emphasizes knowledge, skills, and activism!



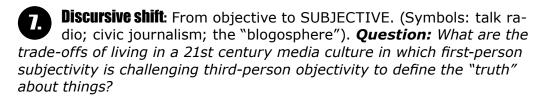
Technological shift: From analog to DIGITAL (Symbol: Personal Computer). **Question:** What are the trade-offs of living in a 21st century media culture in which most all information can be converted to a binary code of ones and zeros?

Personal shift: From mass to PERSONAL/ PARTICIPATORY — NEW media (Symbol: iPods, MySpace/Facebook, Blogs, Web 2.0). **Question:** What are the trade-offs of living in a 21st century media culture that is both personal and participatory?

Aesthetic shift: From discrete to CONVERGENCE (Symbol: iTouch and mobile phones as multimedia platforms; TV commercials as "art"). **Question:** What are the trade-offs of living in a 21st century media culture experiencing the convergence of different media technologies and platforms, and the blurring of the lines between "news" and "entertainment," art and commerce?



Economic shift: HYPER commercialism and CORPORATE consolidation. (Symbols: MTV and "Googlezon"). **Question:** What are the trade-offs of living in a 21st century media culture driven by hypercommercialism and corporate consolidation?



Cultural shift: From privacy to SURVEILLANCE. (Symbols: MySpace to Homeland Security). **Question:** What are the trade-offs of living in a 21st century media culture in which media user data is increasingly being monitored, collected and analyzed?

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