2009: January

31 I had a great time presenting at the SC English Teachers conference on beautiful Kiawah Island, SC. I just posted some information about the "film in the literature classroom" [here](#).

[Sign up](#) for the Media Literacy/Science Math Webinar January 28th

CALL FOR PROPOSALS
In October, 2007, the book "Lesson Plans for Creating Media Rich Classrooms" was released by NCTE. The volume was edited by educators Mary Christel and Scott Sullivan. They are now soliciting chapters and lessons for a new book focusing on using Web 2.0 tools in the English or Language Arts classroom. If you know any teachers, or are a teacher, using any of the myriad "web 2.0" tools in classes, we'd love to hear from you.

Attached is a [call for proposals](#) and a [proposal form](#), please feel free to pass this on to anyone you think may be interested. Email [Scott](#) if you have any questions.

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	[Front page newspaper's](#) [portray Inauguration of Obama](#)

	At first glance, the dolls made by "American Girl" appear to be a parent's dream. American Girl isn't as vacuous as Barbie or as vile as Bratz. Better still, these dolls come with books that weave fictional narratives of plucky girls making their way through important moments in U.S. history.However, as Simon Fraser University education professor Elizabeth Marshall points out in the cover story of [Rethinking Schools' winter 08/09 issue](#), we shouldn't be sucked in by the ersatz feminism—the message is consumption and lots of it. In her essay, "[Marketing American Girlhood](#)," Marshall contends that the American Girl collection is less about strong girls, diversity, or education than about "hooking girls, their parents and grandparents into buying American Girl products and experience."

[Submit a Proposal To Present](#): NAMLE media literacy conference

this August

7   [MULTINATIONAL DELOITTE SURVEY FINDS MILLENNIALS VIEW THEIR COMPUTER AS MORE OF AN ENTERTAINMENT DEVICE THAN THEIR TELEVISION](#)

	January 4 issue of Parade contains the essay [“How Subliminal Advertising Works”](#)
	[Media Studies 3.0](#) Television & New Media 2009

2   posted new web page design elements