



Workshop Title: Media Literacy: Educating Ourselves and Our Children in the Digital Age

Author/Speaker: Lisa Taylor

Today's children and teens are bombarded with media created by teams of adults looking to catch their attention. But are our children educated enough to see the messages and manipulation behind the games, films and the advertisements? Are they aware of what motivates mass media makers? Can they learn to harness the power of media to put out their own positive messages?

Workshop Format:

This workshop includes a PowerPoint presentation (variable length), exercises (for children) and handouts. The workshop is divided into two major sections:

How Do I Keep Up?

This section focuses on the media education of parents in the digital age and includes a discussion of:

- Internet safety
- Cyberbullying and Sexting
- Social Media

Creating Media Literate Children

This section gives parents the tools they need to teach children of various ages about the effects of media and marketing messages on their lives. Topics covered will include:

- Violence in media
- Body image (and gender portrayal)
- Consumerism

About the Speaker

Lisa Taylor has worked for two decades as a marketer: over a decade of that in the entertainment technology industry. That work took her to the world's leading film, videogame and broadcast production studios and showed her how the world's "best" entertainment and digital media is created. As a homeschooling mother of three, she educated her children about the techniques employed by marketers as they use media to sell products and influence people. She is also the



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author of the award-winning YA novel, *Motive Games*: a story which takes place in the videogame industry and encourages teens to explore some of the issues related to that industry.

Please note:

- Lisa is based in New Zealand
- Bookings are required a minimum of one month in advance

Further details on Lisa Taylor can be found at: www.motivegamesbook.com.

For more information on booking Lisa Taylor to speak, please contact:

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