

Gabriele Hadl, 2016, *Kankyo Media Literashii- jizoku kanouna shakaihe mukatte* (EcoMedia Literacy-- Towards Sustainable Societies) , Kwansei Gakuin University Press

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- 1 Why study this topic?
- 2 What is EcoMedia Literacy?
- 3 Three Aspects of Media
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  - Media content
  - Media system
- 4 Key Concepts of EcoMedia Literacy
  - Media society relies on the natural environment.
  - Media are man-made.
  - Media make reality.
  - Media effects are (partially) unpredictable.
  - The current media society can be changed.
- 5 How to learn
  - Participatory learning
  - Facilitation
  - Learning severe content in a fun way
- 6 Principles for learning
  - Don't use just your head, but also heart and hands.
  - Stimulate biophilia, dampen technophilia.
  - Getting depressed is healthy, but getting cynical is not.
  - Open your mind, but not to unreasonable ideas.
  - Respect others, respect yourself.

### Part 3 Raising your ecomedia literacy (workshops)

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WS 2 DIY Video Appeal for a greener workplace/school/uni  
WS 3 Digital detox, rehab and a new vision

Media Analysis Terms

camera angles, editing techniques, etc.

Glossary

Icebreaking, IPCC, active listening, ecological footprint, agenda setting, ideology, conspiracy theory, eco media, audience, alternative media, climate denial campaign, values, ecocinema, environmental education, environmental rights, environmental discrimination/justice, environmental refugee, climate change and global warming, anthropomorphism/zoomorphism, Green consumer, greenwash, critical, planned obsolescence, nomophobia, media mindprint, COP, sustainable campus, view of nature, sustainable society, stereotype, slow (slow media), intergenerational justice, divestment, short-termism, spiral of silence, carbon tax, ecological handprint, detox, electronic device, demagoguery/propaganda/disinformation, climate tipping point, e-waste, news source, news portal site, anthropocentrism, nature game, biophilia, PR department, facilitator, fair trade, plutonium-thermal energy project, protest song, conflict minerals, business-as-usual (BAU), media, media language, media society, media taboo, media literacy, risk, representation.