

# MEDIA IN EDUCATION



The importance of the media as a teaching and learning tool is recognised through the Media in Education programme offered by Education Business Connections.

Media in Education demonstrates EBC's commitment to the lifelong learning of children and adults alike. On offer through Media in Education are:

- Leisure, academic and vocational courses in radio and TV production.
- Opportunities to create cross media promotional material for either coursework portfolios or for practical use by schools and community groups.
- Skills development opportunities in the key areas of communication and presentation.
- The opportunity to use media to develop both creative and transferable ICT skills as well as key basic skills.

In partnership with the Sunderland's multi-million pound Sandhill View School, Media in Education, offers access to fully equipped radio and TV studios and an associated digital technology training suite.

The main aims of Media in Education are to:

- Allow local people to access media technology to help the community find and sustain a coherent 'voice'.
- Offer both taster and accredited training programmes in areas such as design, graphics, radio and TV production, digital technology and creative writing.
- Assist local schools by offering additional vocational training opportunities as well as enhancing learning within the national curriculum
- Work with smaller, local companies to help them develop their marketing and promotional skills and materials.
- Provide opportunities for learning partnerships between local people, schools and employers.
- Develop an understanding of the importance of alternative formats of communication.

The programme's range of activities offers something for all ages and abilities - from Key Stage 1 to Key Stage 5 and indeed for the adult community.

Course development is guided by input from the local community and schools. It already includes:

- Recording, editing and mixing.
- Creating radio/TV adverts and jingles.
- Producing news and magazine programmes for radio/TV.
- Production of celebratory or commemorative CDs of school events such as concerts and special projects.

Many of the activities delivered through Media in Education are either linked to relevant academic qualifications such as GCSE Media or have seen Education Business Connections developing appropriate accredited qualifications (from entry level upwards) through its links with the Open College Network North East Region.

Other developments are set to include:

- Interviewing and communication.
- Public speaking.
- Opportunity for a living history project.
- Recording local drama projects.

Education Business Connections provides:

- Exciting new ways to learn with the emphasis on 'hands on' learning and development of key and employability skills, transferable technological skills and enterprise insight.
- Bespoke development of activities tailored to meet the needs of individual schools and community groups.
- A pool of media professionals offering expert advice and guidance.
- The opportunity to exploit all areas of the media for distinct project work.
- A voice for local schools and the local community.
- Full technical support.
- Full post-event evaluation service.

**'BUILDING CONFIDENCE IN YOUNG PEOPLE THROUGH A CREATIVE APPROACH TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS'**