



EMBASSY OF THE UNITED STATES



2019 MEDIA LITERACY INSTITUTE

"Incorporating Media Literacy in English Language Teaching and Learning in the 21st Century"

November 22 – 23, 2019

**Sponsored by Embassy
of the United States in Ukraine**

Sumy – 2019

2019 SUMY MEDIA LITERACY INSTITUTE – SCHEDULE OF EVENTS

DAY 1: Friday, November 22

Time	Activity	Presenter(s) / Person In Charge / Topic		
9:15am-10:00am	Check in / Welcome Coffee			
10:00am-10:30am	Welcome Session Room 118	Wendy Finlayson , U.S. Department of State-sponsored English Language Fellow, Sumy A.S. Makarenko State Pedagogical University Vasyl Karpusha , First Vice-Rector, Sumy State University Iryna Diakonova , Director of Education and Research Institute for Business Technologies ‘UAB’, Sumy State University Lyubov Pshenychna , First Vice-Rector, Sumy A.S. Makarenko State Pedagogical University Andriy Kovalenko , Dean of the Department of Foreign and Slavic Philology, Sumy A.S. Makarenko State Pedagogical University Maryna Tsehelka , TESOL-Ukraine Vice President, Associate Professor, Kryvyi Rih State Pedagogical University		
10:30am-11:30am	Plenary Session Room 118	Oksana Torubara , Associate Professor, Taras Shevchenko National University “Chernihiv Collegium” “My Way to Media Literacy” Tatiana Tarenkova , IREX Program Coordinator “VeryVerified Online Course – Become an Ambassador of a Healthy Media-User Lifestyle”		
11:40am-1:00pm	Session 1	<u>Group A: Room 118</u> The Language of Media (Maryna Tsehelska)	<u>Group B: Room 216</u> Twenty-First Century Skills and Media Literacy (Wendy Finlayson)	<u>Group C: Room 218</u> “Teaching Critical Thinking in the 21 st Century” (Shaun Hicks)
1:00pm-2:30pm	Lunch			
2:30pm-3:50pm	Session 2	<u>Group C: Room 118</u> The Language of Media (Maryna Tsehelska)	<u>Group A: Room 216</u> Twenty-First Century Skills and Media Literacy (Wendy Finlayson)	<u>Group B: Room 218</u> “Teaching Critical Thinking in the 21 st Century” (Shaun Hicks)
4:00pm-5:20pm	Session 3	<u>Group B: Room 118</u> The Language of Media (Maryna Tsehelska)	<u>Group C: Room 216</u> Twenty-First Century Skills and Media Literacy (Wendy Finlayson)	<u>Group A: Room 218</u> “Teaching Critical Thinking in the 21 st Century” (Shaun Hicks)
5:30pm-7:00pm	Working Dinner / Networking & Raffle			

2019 SUMY MEDIA LITERACY INSTITUTE – SCHEDULE OF EVENTS

DAY 2: Saturday, November 23

Time	Activity	Presenter(s) / Person In Charge / Topic		
8:15am-8:45am	Welcome Coffee			
8:45am-10:05am	Session 4	<u>Group A: Room 216</u> <i>Aristotle and Media Literacy</i> (Francisco Resto)	<u>Group B: Room 118</u> <i>Gender Representation and Diversity in Mass Media</i> (Ashly Emerson)	<u>Group C: Room 218</u> <i>How to Discern Bias in News Reporting</i> (Olena Tanchyk)
10:15am-11:35am		Session 5	<u>Group C: Room 216</u> <i>Aristotle and Media Literacy</i> (Francisco Resto)	<u>Group A: Room 118</u> <i>Gender Representation and Diversity in Mass Media</i> (Ashly Emerson)
11:35am-1:00pm	Lunch			
1:00pm-2:20pm	Session 6	<u>Group B: Room 216</u> <i>Aristotle and Media Literacy</i> (Francisco Resto)	<u>Group C: Room 118</u> <i>Gender Representation and Diversity in Mass Media</i> (Ashly Emerson)	<u>Group A: Room 218</u> <i>How to Discern Bias in News Reporting</i> (Olena Tanchyk)
2:30pm-3:00pm		Group Preparation Time / Room 118		
3:00pm-3:45pm	Group Presentations / Room 118			
3:45pm-4:00pm	Closing Session / Certificates and Reimbursements			

Media literacy is not just important, it's absolutely critical. It's going to make the difference between whether kids are a tool of mass media or whether the mass media is a tool for kids to use. (Linda Ellerbee, an American journalist)



MEET OUR PLENARY SPEAKERS



OKSANA TORUBARA: Associate Professor, Taras Shevchenko National University "Chernihiv Collegium"

Oksana Torubara is a PhD holder in the field of Professional Education. As an Associate Professor of Foreign Languages Department, she teaches English at Taras Shevchenko National University "Chernihiv Collegium". In 2017-2018 Oksana participated in US Embassy teacher development program "English for Media Literacy", received special training as an on-line learning facilitator and since then she has been successfully implementing main principles of blended learning into her teaching practice. She has published "English for Media Literacy" MOOC guide and introduced the new academic course for the students of her University. Oksana is also a TEDx speaker and a teacher trainer of New Ukrainian School.

Plenary talk: "My Way to Media Literacy"

In this plenary talk, Oksana will share her experience of incorporating media literacy into university curriculum and offer practical suggestions to help English teachers make media education happen in the English language classroom.



TATIANA TARENKOVA: IREX Program Coordinator

Plenary talk: "VeryVerified Online Course – Become an Ambassador of a Healthy Media-User Lifestyle"

How do you make media literacy a daily habit? Participants will learn about the VeryVerified online course as a means to enrich their teaching experience and equip students with basics of critical information consumption skills using a blended-learning approach, micro learning and mobile learning (chat-bot). We will practice some core media literacy skills, like identifying media habits and distinguishing facts from opinion.

MEET OUR PRESENTERS



WENDY FINLAYSON: U.S. Department of State-sponsored English Language Fellow, Sumy A.S. Makarenko State Pedagogical University

Wendy Finlayson has been an English Language Fellow with the U.S. Department of State since August 2018. She teaches English at A.S. Makarenko Sumy State Pedagogical University in Sumy and provides training for primary, secondary and university teachers throughout Ukraine. She has a Master's Degree in TESOL and a Bachelor's Degree in Spanish. Before moving to Ukraine, she worked in higher education and the adult education field as both a teacher and an administrator for 12 years. She has provided training on best practices in second language acquisition and teaching at the local, state and national levels.

Workshop: "21st Century Skills and Media Literacy"

In this session, participants will identify the top 21st century skills requested by employers and how those skills connect to the New Ukrainian School Reform and media literacy. Participants will also learn to apply three essential questions for teachers to media literacy lessons.



ASHLY EMERSON: Peace Corps Volunteer Leader, Kamianets-Podilskyi Ivan Ohienko National University

Originally from Kansas City, Missouri, *Ashly Emerson* moved to Tempe Arizona to attend Arizona State University for her Masters Degree in Education. Ashly has spent many years working with students both in and outside of the classroom as a history teacher and marching band color guard coach. In Ukraine, Ashly focuses on practical English through Communicative Approach practices with her students, student centered based teacher trainings, and building awareness for media literacy and diversity across Ukraine.

Workshop: “Gender Representation and Diversity in Mass Media”

This session will explore how gender and diversity impacts media, and more importantly how media impacts gender and diversity dynamics. Through this session, participants will practice techniques to integrate inclusive conversations into the English language learning classrooms.



FRANCISCO RESTO: U.S. Department of State-sponsored English Language Fellow, Tavrida National V.I. Vernadsky University, Kyiv

A native of Savannah, GA, *Francisco Resto* graduated with a degree in English and a minor in German at Armstrong State University. In 2014 Francisco joined the Peace Corps, serving as an English Education Volunteer in the Republic of Georgia. Afterwards, Francisco continued his travels as a Fulbright English Teaching Assistant in Moldova in 2016. He was the first Fulbright instructor to work in Moldova’s frozen conflict zone known as Transnistria. Last year Francisco became an English Language Fellow and was assigned to Slovyansk. He is now serving at Tavrida National University in Kyiv.

Workshop: “Aristotle and Media Literacy”

The aim of this session is to define the concept of media literacy and then identify three methods of persuasion used in advertising. Participants will apply these concepts in their own media message.



SHAUN HICKS: Peace Corps Volunteer, Ternopil National Economic University

Shaun Hicks is a secondary English-language arts teacher by heart. He earned his Bachelor of Arts degree in English from the University of Colorado-Boulder in 2012. Pursuing an interest in teaching he earned his secondary English-language arts teaching licensure in 2013, followed by a Master of Arts degree in Curriculum and Instruction in 2017. Shaun has experience teaching both middle and high school and is a CELTA certified teacher. He is currently serving as a Peace Corps volunteer at Ternopil National Economic University. If you want to get to know Shaun, talk to him about sports, novels, music, and/or other cultures!

Workshop: “Teaching Critical Thinking in the 21st Century”

As studies reflect, teachers are convinced of the importance of critical thinking. However, too many are uncertain about what critical thinking actually entails, and even fewer can consistently offer it through instruction. This session will examine what critical thinking is, why it is important, what teachers need to know about critical thinking, and identify ways in which teachers can foster critical thinking in their classrooms. Beginning with a definition and justification of why critical thinking is so essential in today's world, we will then touch on "Bloom's Taxonomy", and progress through some reliable and interactive examples of how to ensure students are thinking critically during their time in class. Following this workshop, participants will leave with a rejuvenated perspective of how to make their students' education invaluable for future challenges they are sure to face.



MARYNA TSEHELSKA: TESOL-Ukraine Vice-President, Director of Educational Centre "Interclass", Associate Professor at Kryvyi Rih State Pedagogical University

Maryna Tsehelska's main professional interest lies in cognitive methods of teaching English, which are developed and tested on the basis of Educational Centre. Being the author of several textbooks for learners of English, Maryna Tsehelska now is working on the implementation of cognitive pedagogy into teaching of English, which will potentially enhance learning of the foreign language. She is TESOL-Ukraine Vice-President, and has participated in various projects for teachers of English in Ukraine and abroad.

Workshop: "The Language of Media"

The main idea of the session is to examine how media attract and persuade consumers. We'll learn how Jungian archetypes are used in marketing, reflect on various ways of presenting information and analyze some media texts to discover the peculiarities of persuasive language. At the end of the session, participants will identify most persuasive techniques and explain how they may be used in teaching practice.



OLENA TANCHYK: Head of the Department of Foreign Languages, Donetsk State University of Management

Olena Tanchyk, PhD in Economics, has an extensive experience working with different age groups, both in Ukraine and abroad. Her professional expertise and titles cover the following: Access Microscholarship program and English for NGOs teacher, Facilitator of the English for Media Literacy and Very Verified: course on media literacy projects in Ukraine; an initiator and an author of IMPULSE project for English teachers' skills enhancement; an English teacher for Ukrainian Academy of Leadership in Mariupol affiliate. Last spring Olena co-presented at TESOL-2019 Convention in Atlanta, Georgia, USA on the topic "Blended Learning Media Literacy Project Design and Implementation in Ukraine" together with Joey Fordyce, ELL Specialist, Former English Language Fellow (2016-2018); John Silver, Former Regional English Language Officer in Ukraine (2016-2019), and Alyona Sukhinina, RELO Assistant.

Workshop: "How to Discern Bias in News Reporting"

The participants will discuss the meaning of media bias and will be introduced to several common types of bias. During the session some ways used to pull the wool over media consumers' eyes will be demonstrated (namely facts, photos, bots and trolls that can be exploited in manipulative ways). The workshop is aimed at equipping participants with the skills to identify biases in news and social media.