

# ALFABETIZACIÓN MEDIÁTICA



Consejo de Europa

Madrid 26 Abril 2010

José Antonio Gabelas

# PROGRAMA

1. Rápido diagnóstico sobre la situación educativa
2. Parámetros de la alfabetización mediática
3. Propuestas provisionales

# DIAGNÓSTICO



CUARTO DE ESTAR



CUARTO DE VER

# DIAGNÓSTICO



RINCONES



DE VER, JUGAR, NAVEGAR...

**el espacio se descentra**

**el tiempo se rompe**

**la autoridad se dispersa**



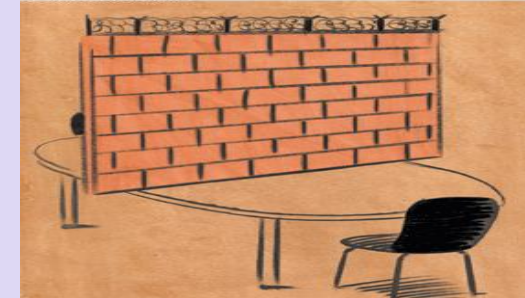
# DIAGNÓSTICO

¿Cuál es la  
arquitectura  
que describe  
el aula actual?



WE CAN'T DISCOVER THE OCEANS UNLESS WE HAVE THE COURAGE TO LOSE SIGHT OF THE LAND. THINGS ARE EVERYTHING. THERE IS NO "I" IN TEAM, BUT THERE IS A "WE". I DON'T REGRET WHAT I DID. I REGRET WHAT I DIDN'T DO. DREAM AS IF YOU WILL LIVE FOREVER. LIVE AS IF YOU'LL DIE TODAY. LIFE NEVER PRETTY FAST. IF YOU DON'T STOP AND LOOK AROUND ONCE IN A WHILE, YOU COULD MISS IT. IT DOES NOT MATTER WHETHER YOU FALL DOWN OR NOT! IT'S WHETHER YOU GET BACK UP. IF LIFE WERE A TRUCK, WOULD YOU MATHEN IF NOT YOU OR PASS YOU GET? DON'T COUNT LIFE BY HOW MANY BREATHS YOU TAKE. MEASURE IT BY HOW MANY TIMES YOU SET YOUR BREATH TAKEN AWAY. ALL IT TAKES IS A YODE, THAT BECOMES A HUNDRED, AND THEN A THOUSAND... UNTIL IT IS SILENCED. JUDGE A MAN BY HIS QUESTIONS RATHER THAN BY HIS ANSWERS. EVERYTHING IMPORTANT HAS BEEN SAID BEFORE BY SOMEBODY WHO DID NOT DISCOVER IT. HE THAT THINKS HIMSELF THE WISEST IS GENERALLY THE LEAST SO. WHAT HE SEE DEPENDS MAINLY ON WHAT HE LOOK FOR. SEVERAL EXCUSES ARE ALWAYS LESS CONVINCING THAN ONE. TO LOVE IS NOTHING... TO BE LOVED IS SOMETHING... TO LOVE AND BE LOVED IS EVERYTHING. IT IS NOT THE PERSON WHO HAS TOO LITTLE BUT THE PERSON WHO ALWAYS GIVES MORE THAT IS TRULY POOR. THERE ARE NO SHORTCUTS TO ANY PLACE WORTH GOING. IF YOU ARE WILLING TO ADMIT FAULTS, YOU HAVE ONE LESS FAULT TO ADMIT. A SHIP IN THE HARBOR IS SAFE, BUT THAT IS NOT WHAT SHIPS ARE BUILT FOR. IT'S A GREAT SATISFACTION KNOWING THAT EVEN FOR A BRIEF POINT IN TIME, YOU MADE A DIFFERENCE. THREE MAY KEEP A SECRET, IF TWO OF THEM ARE DEAD, IT TAKES ONE TREE TO MAKE A THOUSAND MATCHES, BUT ONE MATCH TO BURN A THOUSAND TREES. DARKNESS LIVES AT THE FOOT OF THE LIGHTHOUSE. LOVE IS BLIND BUT NOT INVISIBLE. HE WHO ASKS IS A FOOL FOR FIVE MINUTES, BUT HE WHO DOES NOT ASK REMAINS A FOOL FOREVER. HE THAT CAN'T EXCUSE THE BAD WILL NOT LIVE TO SEE THE GOOD. IF GOD LIVED ON EARTH, PEOPLE WOULD BREAK HIS WINDOWS. TO CLIMB THE LADDER, YOU MUST BEGIN AT THE BOTTOM. HEAVEN LEANT YOU A SOUL, EARTH WILL LEAN A GRAVE. SILENCE HAS NEVER WRITTEN DOWN. LIFE WITHOUT A FRIEND IS DEATH WITHOUT A WITNESS. PUT SILK ON A GOAT, AND IT'S STILL A GOAT. SEND A THIEF TO CATCH A THIEF. YOU KNOW THE WORLD HAS BEEN TURNED UPSIDE WHEN THE BEST SOLDIER IS BLACK, THE BEST HARRIER IS WHITE, THE FRENCH ACCUSE THE AMERICANS OF BEING INDIANT, AND THE GERMANS DO NOT WANT TO GO TO WAR. AN ERROR DOESN'T BECOME A MISTAKE UNTIL YOU REFUSE TO CORRECT IT. IT'S NEVER RIGHT TO GO WRONG. IT'S NEVER WRONG TO GO RIGHT. STANDING MINDS SUFFER WITHOUT COMPLAINTS. WEAK MINDS COMPLAIN WITHOUT SUFFERING. THE HAPPINESS OF YOUR LIFE DEPENDS ON THE QUALITY OF YOUR THOUGHTS. IN THE JOURNEY OF LIFE, WHAT MAY LOOK LIKE THE END IS ACTUALLY A NEW BEGINNING. THERE IS NOT WHERE YOU LIVE, BUT WHERE THEY UNDERSTAND YOU. PUNCTUALITY IS THE THIEF OF TIME.

## Conversaciones



# DIAGNÓSTICO

## REDUCCIONISMOS TRADICIONALES



**RECHAZO**



SENZA COMUNICAZIONE CHE MONDO SAREBBE ?

**TELECOM**  
ITALIA  
COMUNICARE È VIVERE

**IGNORANCIA**

# DIAGNÓSTICO

## REDUCCIONISMO TECNOLÓGICO





# ¿DÓNDE ESTAMOS?

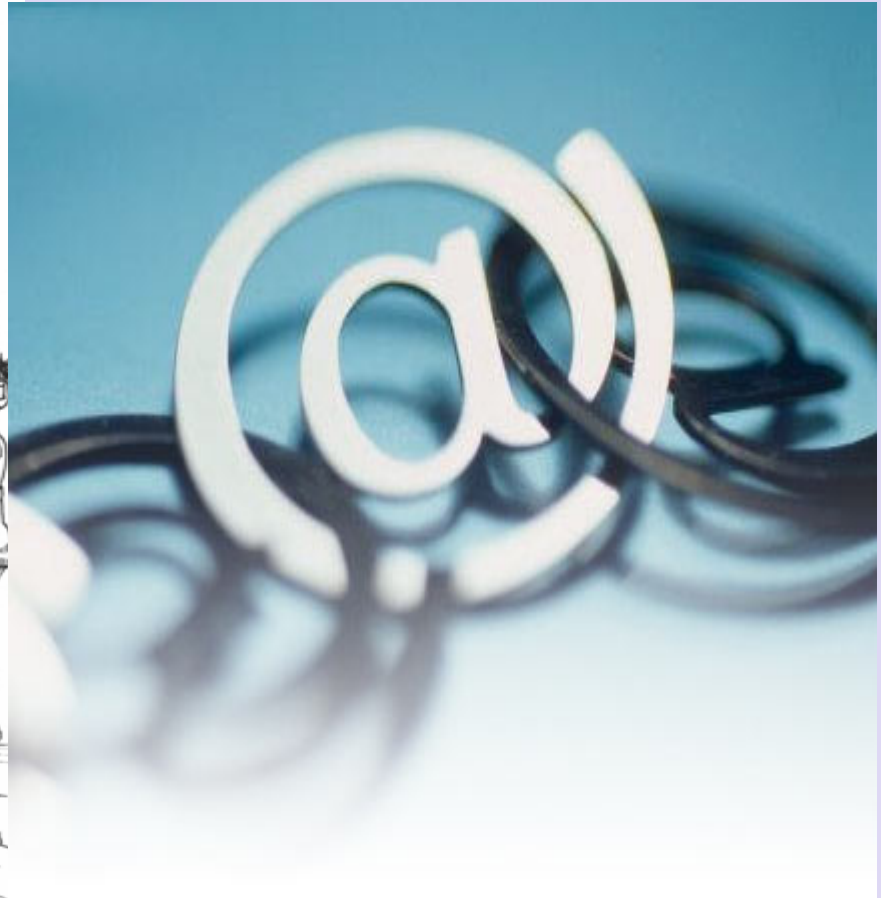
**Estudio sobre hábitos seguros en el uso de las TIC por niños y adolescentes y e-confianza de sus padres. Marzo 2009.**

❑ Edad de inicio a las TIC, y más concretamente a Internet, se produce **entre los 10 y 11 años**. Los servicios más usados por los menores son el chateo, la descarga de música y películas.

❑ La mitad de los chavales accede a diario a Internet, y pasan, de media, 14,5 horas a la semana conectados

❑ **El uso de videojuegos online**, ya sea a través de videoconsola o de ordenador, **se acerca al 30% de los menores españoles**: un 28,4% (según los hijos) o un 27,9% (en opinión de los padres) juega habitualmente a videojuegos online.

# PARÁMETROS DE LA ALFABETIZACIÓN MEDIÁTICA



# LA EDUCACIÓN EN MEDIOS, EDUCACIÓN EN TRES LÍNEAS



# ALFABETIZACIÓN MEDIÁTICA EN

## El lenguaje

WE CAN'T DISCOVER THE OCEANS UNLESS WE HAVE THE COURAGE TO LOSE SIGHT OF THE LAND. TIMING IS EVERYTHING. THERE IS NO "I" IN TEAM, BUT THERE IS A "ME". I DON'T REGRET WHAT I DID, I REGRET WHAT I DIDN'T DO. DREAM AS IF YOU WILL LIVE FOREVER, LIVE AS IF YOU'LL DIE TODAY. LIFE MOVES PRETTY FAST; IF YOU DON'T STOP AND LOOK AROUND ONCE IN A WHILE, YOU COULD MISS IT. IT DOES NOT MATTER WHETHER YOU FALL DOWN OR NOT; IT'S WHETHER YOU GET BACK UP. IF LIFE WERE A TRUCK, WOULD YOU RATHER IT HIT YOU OR PASS YOU BY? DON'T COUNT LIFE BY HOW MANY BREATHS YOU TAKE, MEASURE IT BY HOW MANY TIMES YOU GET YOUR BREATH TAKEN AWAY. ALL IT TAKES IS A VOICE, THAT BECOMES A HUNDRED, AND THEN A THOUSAND... UNTIL IT IS SILENCED. JUDGE A MAN BY HIS QUESTIONS RATHER THAN BY HIS ANSWERS. EVERYTHING IMPORTANT HAS BEEN SAID BEFORE BY SOMEBODY WHO DID NOT DISCOVER IT. HE THAT THINKS HIMSELF THE WISEST IS GENERALLY THE LEAST SO. WHAT WE SEE DEPENDS MAINLY ON WHAT WE LOOK FOR. SEVERAL EXCUSES ARE ALWAYS LESS CONVINCING THAN ONE. TO LOVE IS NOTHING... TO BE LOVED IS SOMETHING... TO LOVE AND BE LOVED IS EVERYTHING. IT IS NOT THE PERSON WHO HAS TOO LITTLE BUT THE PERSON WHO ALWAYS CRAVES MORE THAT IS TRULY POOR. THERE ARE NO SHORTCUTS TO ANY PLACE WORTH GOING. IF YOU ARE WILLING TO ADMIT FAULTS, YOU HAVE ONE LESS FAULT TO ADMIT. A SHIP IN THE HARBOR IS SAFE, BUT THAT IS NOT WHAT SHIPS ARE BUILT FOR. IT'S A GOOD SHIP THAT KNOWS THAT EVEN FOR A BRIEF POINT IN TIME, YOU MADE A DIFFERENCE. ONE TREE CAN KEEP A SECRET, IF TWO OF THEM ARE DEAD. IT TAKES ONE TREE TO MAKE A THOUSAND MATCHES, BUT ONE MATCH TO BURN A THOUSAND TREES. DARKNESS LIVES AT THE FOOT OF THE LIGHTHOUSE. LOVE IS BLIND BUT NOT INVISIBLE. HE WHO ASKS IS A FOOL FOR FIVE MINUTES, BUT HE WHO DOES NOT ASK REMAINS A FOOL FOREVER. HE THAT CAN'T ENDURE THE BAD WILL NOT LIVE TO SEE THE GOOD. IF GOD LIVED ON EARTH, PEOPLE WOULD BREAK HIS WINDOWS. TO CLIMB THE LADDER, YOU MUST BEGIN AT THE BOTTOM. HEAVEN LENT YOU A SOUL EARTH WILL LEND A GRAVE. SILENCE WAS NEVER WRITTEN DOWN. LIFE WITHOUT A FRIEND IS DEATH WITHOUT A WITNESS. PUT SILK ON A GOAT, AND IT'S STILL A GOAT. SEND A THIEF TO CATCH A THIEF. YOU KNOW THE WORLD HAS BEEN TURNED UPSIDE WHEN THE BEST GOLFER IS BLACK, THE BEST RAPPER IS WHITE, THE FRENCH ACCUSE THE AMERICANS OF BEING IGNORANT, AND THE GERMANS DO NOT WANT TO GO TO WAR. AN ERROR DOESN'T BECOME A MISTAKE UNTIL YOU REFUSE TO CORRECT IT. IT'S NEVER RIGHT TO DO WRONG. IT'S NEVER WRONG TO DO RIGHT. STRONG MINDS SUFFER WITHOUT COMPLAINING; WEAK MINDS COMPLAIN WITHOUT SUFFERING. THE HAPPINESS OF YOUR LIFE DEPENDS ON THE QUALITY OF YOUR THOUGHTS. IN THE JOURNEY OF LIFE, WHAT MAY LOOK LIKE THE END IS ACTUALLY A NEW BEGINNING. HOME IS NOT WHERE YOU LIVE, BUT WHERE THEY UNDERSTAND YOU. PUNCTUALITY IS THE THIEF OF TIME.

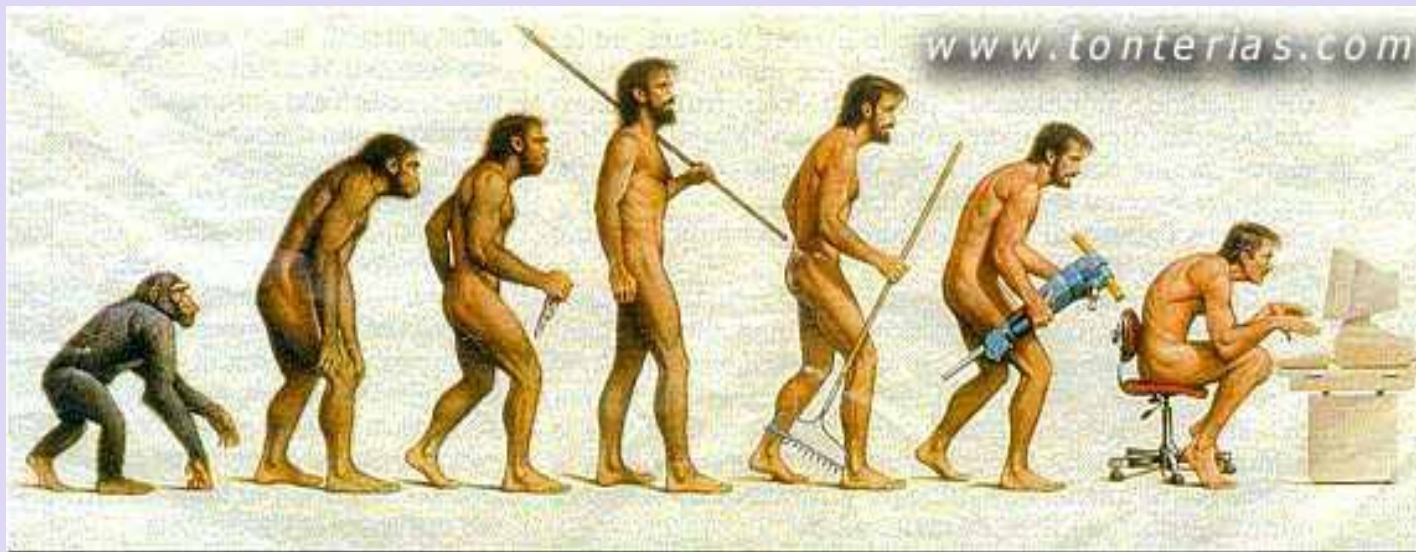
# ALFABETIZACIÓN MEDIÁTICA



☐ Los procesos de  
producción



# ALFABETIZACIÓN MEDIÁTICA



☐ tecnología

# ALFABETIZACIÓN MEDIÁTICA



☐ Ideología y valores

# ALFABETIZACIÓN MEDIÁTICA



❑ Audiencias y recepción

# ALFABETIZACIÓN MEDIÁTICA



☐ Redes y ubicuidad

A close-up photograph of a person's face, focusing on their eyes. A semi-transparent map of the world is overlaid on the face, with the map's colors blending into the skin tones. The text is overlaid on this image.

**ideología**

**lenguaje**

**producción**

**recepción y audiencias**

**tecnología**

**REDES Y UBICUIDAD**

**educar la mirada**



# UN MINUTO DE HISTORIA

1. Valor social del grupo
2. Desmitificar de la tele
3. Disfrute con la grabación
4. Compensación inmediata
5. Sólo una cámara, un trípode, una cinta y una tele

*(...)Nada. Allí no hay nada que mirar, nada que ver. Un cochino charquito de agua contra el borde de la acera y nada más. Pero el amigo insiste.*

*- ¿Ves? ¿Estás viendo?*

*Y entonces Baldwin clava la mirada y ve. Ve una mancha de aceite estremeciéndose en el charco. Después, en la mancha de aceite ve el arco iris. Y más adentro, charco adentro, la calle pasa, y la gente pasa por la calle, los náufragos y los magos, y el mundo entero pasa, asombroso mundo lleno de mundos que en el mundo fulguran; y así, gracias a un amigo, Baldwin ve, por primera vez en su vida ve.*

**Eduardo Galeano: "La  
función del arte/3 "**





[jgabelas@uoc.edu](mailto:jgabelas@uoc.edu)