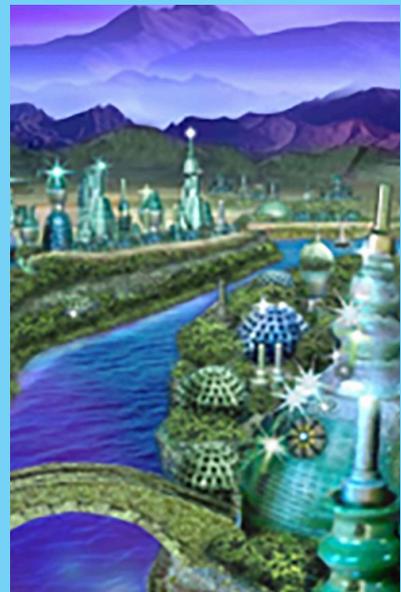


ASSOCIATION FOR MEDIA EDUCATION IN SCOTLAND



AMES Conference 2019

# ***MEDIATOPIAS: Utopia & Dystopia in Media and Society***



Saturday 23rd November 2019

10:15 - 16:30

St Leonard's Hall

University of Edinburgh

# Mediatopias: Utopia & Dystopia in Media and Society

St Leonard's Hall, 18 Holyrood Park Road, Edinburgh, EH16 5AY

Saturday 23rd November 2019

Utopia has been out of fashion for some time. It has long since been replaced by images of human catastrophe and survival struggles. Fostered by the insecurities, fears and threats of neoliberal crisis, war, terrorism, climate change, and pandemics, critics like Frederic Jameson, Slavoj Žižek and Mark Fisher famously claimed that it is '*easier to imagine the end of the world than to imagine the end of capitalism*'. The growing predominance of fearful utopias range from highly-controlled state societies of George Orwell's 1984 to ones where central control of the means of violence has all but collapsed in post-apocalyptic images of war of all against all, as in Cormac McCarthy's 2006 novel, *The Road*, (movie, 2009), that typically characterise the deluge of dystopian videogames, television and film.

Alex Law, Professor of Sociology at Abertay University will deliver the keynote address on Fear Images and the Eclipse of Utopia. His research is informed by relational and historical approaches to sociology. This work involves long-term perspectives in sociological theory and problems of nation, state and society, focusing particularly on Scotland, the UK and Europe. Recent research examines the ambivalent nature of civic nationalism, the crisis of the UK state, governmental uses of 'sectarianism', nationalism in international sport, and the sociology of unintended consequences in the Scottish Enlightenment.

In addition to this we have the usual rich mixture of informative, analytical seminars and practical workshops for all sectors of education. Join us on 23rd November and make your teaching for the future a little less dystopian!

AMES gratefully acknowledges the support of Creative Scotland

## PROGRAMME

(Codes: P: Primary education, S: Secondary education, F: Further/higher education)

- |           |   |
|-----------|---|
| 0945-1015 | Registration and coffee   |
| 1015-1025 | Introduction: Wendy Elrick, Convener of AMES  |
| 1025-1110 | <b>Keynote: Fear Images and the Eclipse of Utopia: Professor Alex Law</b>   |
| 1120-1130 | Comfort break   |
| 1130-1230 | A1: <b>Accuracy, Authenticity &amp; Gameplay in Red Dead Redemption 2</b> - Iain Donald & Andrew Reid (SF)<br>A2: <b>Teaching <i>The Breadwinner</i></b> - Isabel Sarran AMES (SF)<br>A3: <b>SQA: Qualifications and Beyond</b> - Matt Smith and Kirsty McKinnon SQA (PSF)  |
| 1230-1315 | Lunch   |
| 1315-1430 | B1: <b>Teaching "Society" at N5 and Higher</b> - Wendy Elrick AMES (SF)<br>B2: <b>Textual Analysis in Film &amp; TV Drama</b> - Des Murphy AMES (SF)<br>B3: <b>BBC Young Reporter: Fake News</b> - Janette Ballard, BBC (PSF)   |
| 1430-1445 | Refreshments  |
| 1445-1600 | C1: <b>Teaching <i>The Hate U Give</i></b> - Roy Stafford (SF)<br>C2: <b>Short Films - Sarah Grant Creative</b> - Sarah Grant, Edinburgh Napier University (PSF)<br>C3: <b>Podcasts 'Creative Me' and Social Media</b> - Ica Headlam (PSF)  |
| 1610-1630 | <b>AMES AGM:</b> You are invited to stay for the short Annual General Meeting of AMES. We are always looking for new members to join the Management Committee which involves just a few meetings each year (travel expenses paid). Come along and make a difference, add to the discussion and to the Media Education Journal, help shape the conference next year. |

**FEES** (which include cost of lunch and light refreshments) are detailed on the back page.

## SEMINAR/WORKSHOP OUTLINES

Codes: P: primary; S: secondary; F: further and adult education

### Sessions A: 1130-1230

**A1: The Wild West: Accuracy, Authenticity and Gameplay in *Red Dead Redemption 2* - Iain Donald & Andrew Reid (SF):** Games have often found inspiration from history. Popular game series such as Rockstar North's *Red Dead Redemption* create vast fictional worlds that borrow as heavily from history as they do from film, television and literature. Playing with the past and connecting it to the present provides a greater understanding and arguably appreciation, of the human condition. Despite the potential for games to deliver visualisations of and interactions with historical events, the uptake and use of games, game design and technology as a research or teaching tool by historians and educators has been relatively slow. The workshop aims to discuss relevant theories, perspectives and techniques that can be used to better understand how game designs and history can interact with each other and how games can be used, and played with, to influence players' perceptions and understanding of historical narratives. We'll explore why historical accuracy in games is difficult to achieve, how authenticity allows for a valid exploration of the past, and consider how game stories can enhance representation of stories, all with a focus on *Red Dead Redemption 2*.

**A2: Teaching *The Breadwinner* - Isabel Sarran, AMES (SF):** This session explores the animated film, 'The Breadwinner'. Set in a Taliban ruled Afghanistan, the young girl Parvana is forced to help her family by disguising herself as a boy. This film covers some important themes such as family relationships, freedom, violence and gender. Parvana's story is intertwined with story telling elements and offers a plethora of discussion topics in the classroom. Aside from analysis, this film lends itself to interdisciplinary learning such as collaboration with geography, history, art and social study subjects.

**A3: SQA: Qualifications and Beyond - Matt Smith and Kirsty McKinnon SQA (PSF):** This session is aimed at teachers and lecturers in secondary schools and colleges, and will provide a broad overview of all SQA Media courses from National 3 to Higher, with a particular focus on the recently introduced National Progression Awards in Film and Media at SCQF levels 5 and 6.

### Sessions B: 1315-1430

**B1: Teaching "Society" at N5 and Higher - Wendy Elrick AMES (SF):** The key aspect, Society, is integral to the National qualifications and can be approached in a number of different ways. This workshop aims to explore a range of texts, from short to long, from fiction to non-fiction, that offer a way into teaching Society.

**B2: Textual Analysis in Film & TV Drama - Des Murphy AMES (SF):** Textual analysis in Higher and Nat5 Media is restricted to print texts which is unfortunate as film, television, being multimodal texts, provide a rich source for this key skill. But the Film & TV Drama papers in H and Nat5 English – and more specifically the questions which focus on a particular sequence – do allow for textual analysis. In this workshop we will look at key sequences from both film and TV drama texts.

**B3: BBC Young Reporter: Fake News - Janette Ballard, BBC (PSF):** Think you can spot fact from fiction, an altered photo, a tweaked video, a computer-generated story? In this workshop Janette Ballard will explain the BBC's initiative to help young people know when news is real and when it's not. No post-lunch lull, it's time to put your critical thinking hats on. She'll be asking you questions, inviting volunteers to help and testing your ability to spot the fake as she shares the BBC created content and explains the scheme. There will also be plenty of times for questions from the audience.

### Sessions C: 1445-1600

**C1: Teaching *The Hate U Give* (US 2018)- Roy Stafford, film studies lecturer and writer (SF):** How do you broach questions about identity with a class of adolescents? Of all the current films that feature teenage lives, few present issues as dramatically as *The Hate U Give*, an African-American popular film adapted from the Young Adult novel by Angie Thomas. The narrative introduces the character of Starr, a teenage girl who is caught between the white world of school and the black world of home and whose articulacy enables her to become a radical figure for change. The workshop will explore what Starr can tell us about the potential social and political impact of young people's actions.

**C2: Sarah Grant Creative - Sarah Grant, Edinburgh Napier University (PSF):** Sarah will be showcasing some of her work and discussing how she approaches her film making. Many of our candidates make their own short projects and hearing from someone who is doing this for real should provide inspiration, motivation and some practical advice.

**C3: Podcasts 'Creative Me' and social media - Ica Headlam (PSF):** In this session Ica Headlam will be talking about his podcast 'CreativeMe' and how Aberdeen has a long history of creativity and culture. He will also discuss how he uses social media as a tool for engagement with the public, play a few snippets of conversations, have some Q&A time and show you how he records the podcast.

## CONTRIBUTORS

**Alex Law** is Professor of Sociology at Abertay University. He has published widely in a number of areas, including sociological theory, Scottish state and society, national identity, and cultural sociology. Recent books include *Key Concepts in Classical Social Theory* (2010, Sage) (which has been published in Farsi) and *Social Theory for Today* (2014, Sage). He is currently working on a historical sociology of the civilising process in Scotland.

**Wendy Elrick** is convenor of AMES and an English and Media teacher in Aberdeenshire where she also chairs the local Professional Support Group. She is a contributor to Bright Red's forthcoming Higher Media guide too.

**Iain Donald** is a Senior Lecturer in the School of Design & Informatics at Abertay University. Iain gained his PhD in the field of History, an MSc in Information Systems and worked in the Games Industry prior to joining Abertay in 2010. His recent work examines the intersection of games, digital media and history with a focus on commemoration and memorialisation. Using game design and technology to explore collective and communal memory in communities impacted by war, the veterans who fought in them, and to considering how we represent conflict in virtual worlds.

**Andrew Reid** is a Lecturer in Game Production at Abertay University. His research interests focus on game-based design and assessment practices within the field of applied games. Andrew achieved his PhD in 2018 which considered the practice of designing and developing applied games with the purpose of engaging audiences in public policy. Specifically, the research focused on a game-based learning approach to engage secondary schoolchildren with noPILLS, a pan-European research project that investigated methods of reducing micro pollution within the wastewater treatment process.

**Matt Smith** is Principal Teacher of English, Media and Literacy at Penicuik High School, where he has taught Media for the last 13 years. He is the SQA Subject Implementation Manager for Media and is currently a senior team leader for Higher Media. [Matthew.Smith@sqa.org.uk](mailto:Matthew.Smith@sqa.org.uk)

**Kirsty McKinnon** is the Curricular Leader of the English and Media Faculty at Liberton High School where she has taught Media for the past 11 years. She is the SQA Principal Assessor for Higher Media.

**Des Murphy** was formerly Principal Teacher of English and Media at Bridge of Don Academy in Aberdeen and Curriculum Support Teacher for Media for Aberdeen City. He is editor of *The Media Education Journal* and he has a particular interest in French and Spanish film and complex TV narrative. He has written a number of media and film teaching guides including on *Buffy the Vampire Slayer*, *The Princess Bride*, *The Young Sherlock Holmes*, *Blade Runner*, *Bend It Like Beckham*, and *Les Parapluies de Cherbourg*. Email: [desmurphy47@gmail.com](mailto:desmurphy47@gmail.com)

**Roy Stafford** is a freelance film studies lecturer and writer engaged in cinema-based education. He has written extensively on aspects of film and media education and co-authored five editions of *The Media Student's Book* with Gill Branson and currently typesets the Media Education Journal.

**Sarah Grant** is a writer, director and poet of both corporate and creative projects. She currently works as the Film Producer at Edinburgh Napier University. She is also the co-founder of One More Stone Productions, a small film making collective made up of creatives from all over the UK. She is also the only Scottish person to be awarded a Sky Academy Arts Scholarship. Between 2016 and 2017 Sarah wrote, directed and animated "*The Magic Word*", a short film about a little girl's love of reading, that is now in post production.

**Isabel Sarran** is a member of the AMES committee and a teacher of English, media and SFL in Aberdeenshire. Isabel specialises in literacy enhancement through a variety of texts, including media.

**Ica Headlam** is originally from London with a background in Art and Design. He moved to Aberdeen in 2004 where he found a calling for working within the community and has been a children and families social worker for the past 7 years. In early 2016 Ica began to re-explore his interest in creativity with the support of the Creative Learning Team through their Sustaining Life As A Creative programme. Ica has an interest in stories that connect us as individuals and is an advocate for supporting Aberdeen's creative community.



## GETTING TO ST LEONARD'S HALL

### Pollock Halls of Residence, 18 Holyrood Park Road, Edinburgh, EH16 5AY

St Leonard's Hall is at Pollock Halls, between the Royal Commonwealth Pool and Holyrood Park (Arthur's Seat) and is 1.5 miles from Edinburgh Waverley station.

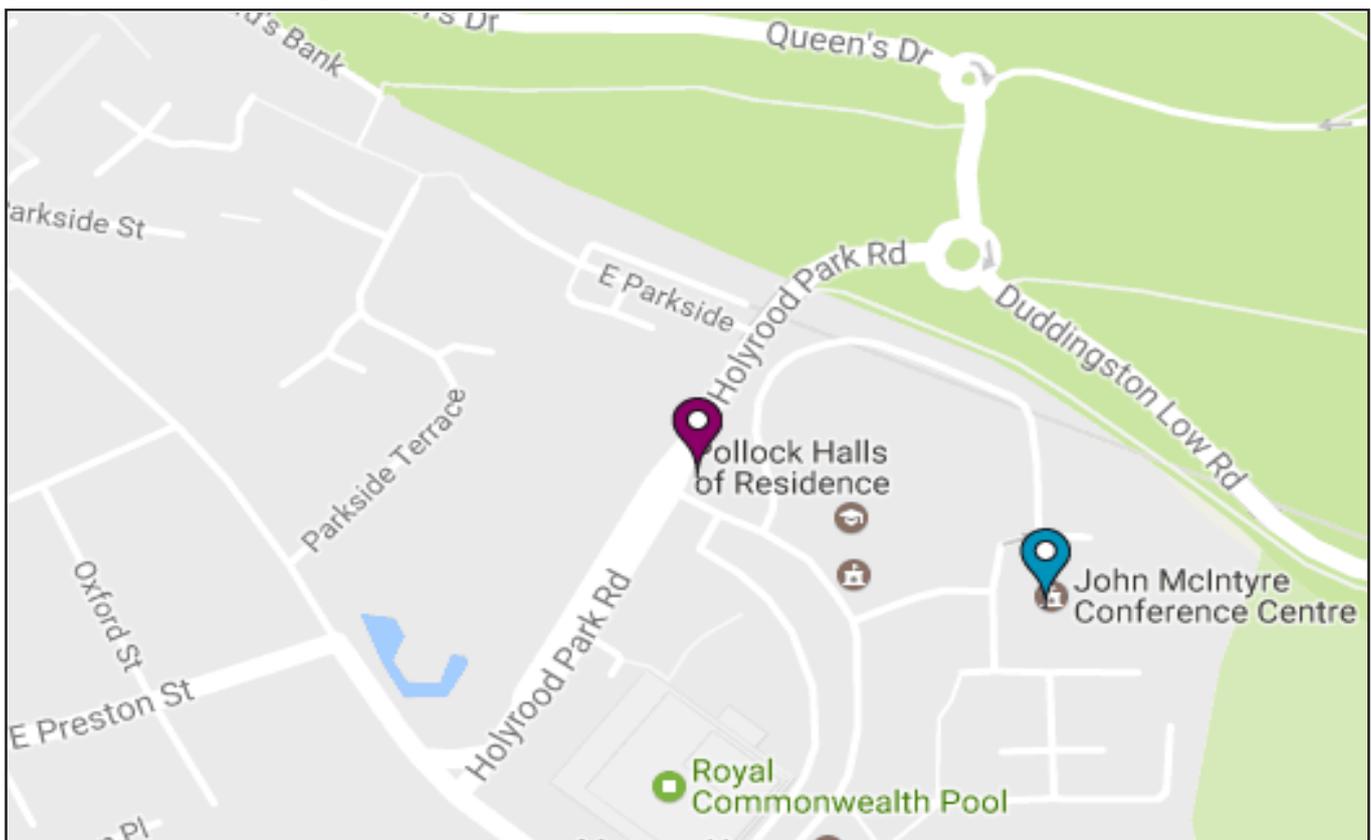
**Bus service from railway stations (10 min):** Lothian Buses 14, 30 or 33 from North Bridge. Alight at Royal Commonwealth Pool and walk along Holyrood Park Road. Enter Pollock Halls on the right. Alternatively, alight at Haymarket, go round the corner into Dalry Road and take Lothian Bus 2 to Royal Commonwealth Pool.

**On foot from Waverley station (20 min):** Come out of the station by the south exit and turn left into Market Street. Take first road right, Jeffrey Street. Follow the bend and walk straight on for 1 mile up St Mary's Street and the Pleasance. Turn left at the Royal Commonwealth Pool along Holyrood Park Road to Pollock Halls on the right.

**By Car from Edinburgh by-pass:** Exit for Edinburgh at the Sherriffhall Roundabout on A720. Follow the A7 (Old Dalketh Road and Dalkeith Road) for around 4.5 miles past Edinburgh Royal Infirmary and turn right at the Royal Commonwealth Pool along Holyrood Park Road. Enter Pollock Halls of Residence on the right and go through the security barrier. There is free car parking for delegates.

#### Overnight accommodation

Available at 3\* Salisbury Green Hotel & Bistro at Pollock Halls. Alternatively the KM Central and serviced apartments at Richmond Place provide convenient, central overnight accommodation. Delegates and guests please visit the online booking service <http://www.book.accom.ed.ac.uk>, and quote promotion code: EVENT, you will receive 15% off accommodation at Salisbury Green Hotel at Pollock Halls. Payment is taken at time of booking. No accommodation is on hold and all bookings are subject to availability. For more information please visit [www.edinburghfirst.co.uk](http://www.edinburghfirst.co.uk).



# Association for Media Education in Scotland

**Mediatopias: Saturday 23 November 2019**

**Registration Form (please send this form even if submitting official order)**

Alternatively download electronic forms in [PDF](#) or [Word](#) format and submit to email below.

## PERSONAL DETAILS

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Work phone: \_\_\_\_\_

Home phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Please indicate any dietary or access requirements: \_\_\_\_\_

## WORKSHOP CHOICES

Please enter codes for one A, one B and one C workshop

A  B  C

## CONFERENCE FEE (Tick one)

Institutional membership allows all staff in the institution to benefit from the reduced member's fee for the conference. Please tick one box below. If joining please enclose membership form if possible (downloadable from AMES website [www.ames.scot](http://www.ames.scot)). Concession rate available for students attending a relevant training course, the unwaged and the retired. The discounts for those joining as new members do not apply to renewals. Individual membership is only available to those paying personally.

- Non-member (£60)
- Individual/institutional/retired member, student and concession fee (£20)
- Joining AMES as new individual member + conference (£65)
- Joining AMES as new institutional member + conference (£80) + £20 per each additional delegate

## PAYMENT METHOD (Tick one)

- Cheque in post to address below
- Via institutional official order to address below (individual orders not accepted)
- On receipt of invoice from AMES (invoices will not be sent to individuals)
- Electronically (Please pay to AMES account, Royal Bank of Scotland, Inverness Chief Office sort code 83 23 10, a/c no: 00657010) - Please use your name as reference.

Cheques (payable to AMES) or official orders should be sent to:

**Robert Preece, AMES Treasurer, 10 Heatherley Crescent, Inverness, IV2 4AW**

Telephone: 01463 236916

E-mail: [rpreece@onetel.com](mailto:rpreece@onetel.com)

Web: [ames.scot](http://ames.scot)

Please try to submit applications no later than Monday 18th November. We will however do our best to process last minute applications.

**PLEASE PASS ON TO COLLEAGUES**