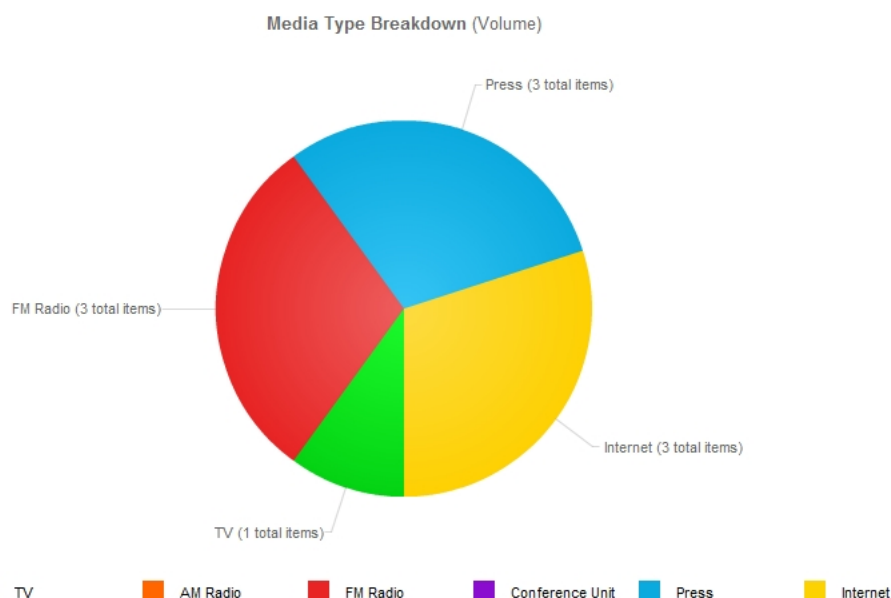




## New Literacies conference media coverage



### Data Summary

Total media types	Total items	Total audience	Total ASR (in AUD)
6	10	166,979	\$7,988

### Analysis Commentary

An analysis of media coverage produced for the UTAS New Literacies, Digital Media and Classroom Teaching conference, organised through the Faculty of Education and the HITLab AU.

Reports were generated on Southern Cross Television, ABC Radio, The Examiner newspaper, and [www.examiner.com.au](http://www.examiner.com.au).

This coverage reached a cumulative audience of 166,979 and had an advertising space rate of AUD \$7988.00

\* Multiple media types had the highest volume of coverage (3 items or 30% of the total volume of coverage)

\* Press reached the highest cumulative audience (105,148 items or 62% of the cumulative audience)

\* TV had the highest advertising space rate (AUD 3,194 or 39% of the total advertising space rate)

Media Type	Volume	Audience	ASR (in AUD)
TV	1	61,000	\$3,194
AM Radio	0	0	\$0
FM Radio	3	0	\$1,367

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Media Type	Volume	Audience	ASR (in AUD)
Conference Unit	0	0	\$0
Press	3	105,148	\$3,011
Internet	3	831	\$416

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▶ **Tasmanian Examiner - [www.examiner.com.au](http://www.examiner.com.au)**  
**Teacher finds success with Twitter lessons**

TEACHING six-year-olds how to tweet started as an experiment for UK teacher Martin Waller but he has seen a dramatic improvement in his students' literacy skills. Speaking at the University of Tasmania's New Literacies, Digital Media and Classroom...

Date Found: 5/09/2011 10:24 AM

Summary ID: 114533130

To view the web page: [click here>>](#)

▶ **Southern Cross Tasmania (Hobart)**  
**Southern Cross Nightly News (Saturday) - 3/09/2011 6:11 PM**  
**Rachel Williams**

Report on the use of social media in the classroom. Professor Len Unsworth from the University of New England says there is a danger school systems could become alienated from the real concerns of students.

**Interviewees:** Martin Waller, teacher; Michael Ferguson, Liberal MHA; Professor Len Unsworth, University of New England

**Duration:** 1.24

**Summary ID:** M00045305647

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▶ **Images to bring life to language**  
Sunday Examiner, 04/09/11, General News, Page 17  
By: Matt Maloney

▶ **Tasmanian Examiner - [www.examiner.com.au](http://www.examiner.com.au)**  
**Images to bring life to language**

A leading education professor in Launceston yesterday outlined some big changes to how language and literature will be taught in the Australian classroom beyond 2013. Professor Len Unsworth, of the University of New England in New South Wales,...

Date Found: 4/09/2011 4:05 PM

Summary ID: 114478678

To view the web page: [click here>>](#)

▶ **Tasmanian Examiner - [www.examiner.com.au](http://www.examiner.com.au)**  
**Images to bring life to language**

Professor Len Unsworth, of the University of New England in New South Wales, addressed about 80 education professionals on the new national English curriculum at the two-day New Literacies, Digital Media and Classroom Teaching conference at the...

Date Found: 4/09/2011 4:45 PM

Summary ID: 114480113

To view the web page: [click here>>](#)

Audience	
Unique Daily Visitors:	1,187
Av. Story Audience:	277
Advertising Space Rate	
AUD:	158

Audience	
Male 16+:	26,000
Female 16+:	27,000
All People:	61,000
Advertising Space Rate	
AUD:	3,194

Article Information	
Item ID:	00114444670
Circulation:	39,684
Number of words:	222
Advertising Space Rate	
AUD:	1,673

Audience	
Unique Daily Visitors:	1,187
Av. Story Audience:	277
Advertising Space Rate	
AUD:	138

Audience	
Unique Daily Visitors:	1,187
Av. Story Audience:	277
Advertising Space Rate	
AUD:	120

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▶ **Teacher finds success with Twitter lessons**

Launceston Examiner, 05/09/11, General News, Page 4  
By: Rosita Gallasch

Article Information	
Item ID:	00114506468
Circulation:	32,732
Number of words:	247
Advertising Space Rate	
AUD:	764

▶ **ABC Northern Tasmania (Launceston)  
Afternoons - 26/08/2011 3:49 PM  
Elaine Harris**

Harris explains that University of New England Professor Len Unsworth will discuss the idea of linking images to improve children's literacy skills at the Raymond Ferrall Centre at UTAS. Unsworth says children are effective at understanding a story through visual imagery. He says a combination of understanding both the visual imagery and the text in a story gives a more sophisticated understanding. Unsworth talks about how interaction with children when reading is crucial for children to develop their understanding of stories. Unsworth talks about how he was read to as a child.

**Interviewees:** Professor Len Unsworth, University of New England Professor  
**Duration:** 9.48  
**Summary ID:** W00045198114  
© Media Monitors

Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A
Advertising Space Rate	
AUD:	1,205

▶ **Technology use in classes not optimal: study**

Launceston Examiner, 03/09/11, General News, Page 7  
By: None

Article Information	
Item ID:	00114372604
Circulation:	32,732
Number of words:	240
Advertising Space Rate	
AUD:	574

▶ **ABC Northern Tasmania (Launceston)  
06:30 News - 5/09/2011 6:33 AM  
Newsreader**

About 100 Tas teachers attended a University of Tasmania conference on the future of education, covering social media and future classrooms. Angela Thomas, guest speaker discussed new ways of teaching Shakespeare.

**Interviewees:** Angela Thomas, guest speaker, Education Conference  
**Duration:** 0.39  
**Summary ID:** W00045311767  
© Media Monitors

Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A
Advertising Space Rate	
AUD:	80

▶ **ABC Northern Tasmania (Launceston)**  
**07:30 News - 5/09/2011 7:34 AM**  
**Newsreader**

About 100 Tas teachers attended a University of Tasmania conference on the future of education, covering social media and future classrooms. Angela Thomas, guest speaker discussed new ways of teaching Shakespeare.

**Interviewees:** Angela Thomas, guest speaker

**Duration:** 0.40

**Summary ID:** W00045312526

© Media Monitors

<b>Audience</b>	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A
<b>Advertising Space Rate</b>	
AUD:	82

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# Images to bring life to language

By MATT MALONEY

A LEADING education professor in Launceston yesterday outlined some big changes to how language and literature will be taught in the Australian classroom beyond 2013.

Professor Len Unsworth, of the University of New England in New South Wales, addressed about 80 education professionals on the new national English curriculum at the two-day New Literacies, Digital Media and Classroom Teaching conference at the University of Tasmania.

He said the curriculum had images playing a greater role in how language was taught.

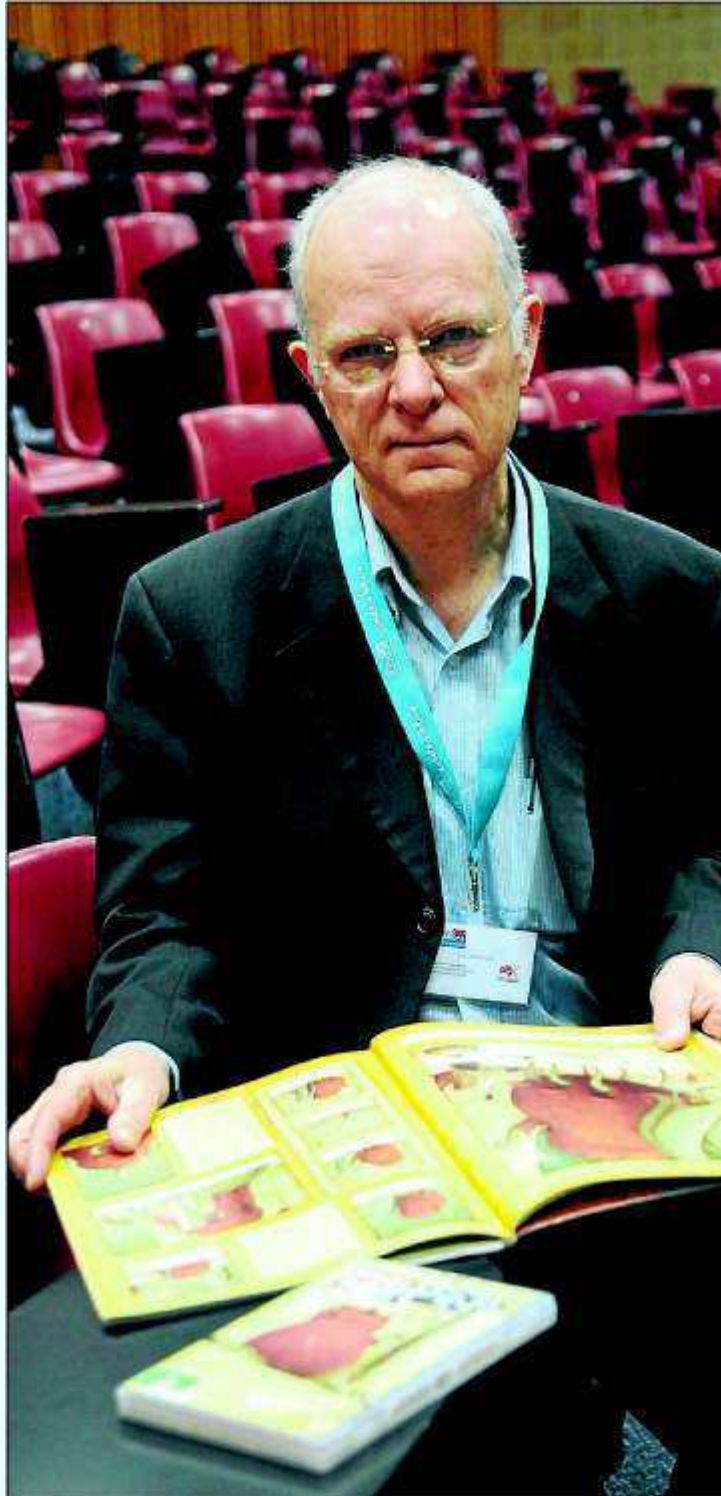
Professor Unsworth said aspects of the curriculum were beginning to appear in schools and he expected that most states would have adopted the full curriculum by 2013.

“The curriculum focuses on building more enjoyment of literature and knowledge about language, and taking on issues of grammar in more meaningful ways,” he said.

“What the national curriculum is saying is that you can’t think of literacy any more only in terms of words.

“Images construct meanings that are beyond what is specified in language. They can give background evidence and detail that is not in language.”

Professor Unsworth said new and digital media brought into the future classroom by technology would help influence this learning.



**Professor Len Unsworth, of the University of New England in New South Wales, says images will be used to teach language in the new national curriculum.** Picture: PAUL SCAMBLER



## Teacher finds success with Twitter lessons



**UK teacher Martin Waller spoke at the University of Tasmania.**

know they were interacting with the world outside their classroom and getting responses to their tweets, which included what they were learning at school to riddles they had written.

Mr Waller said he ensured that there were strict security measures in place — the students did not use their real name or put up photos of themselves and they could not respond to tweets, only he can.



## Technology use in classes not optimal: study

TASMANIAN schools should make better use of iPads, iPods and other mobile learning devices in the classroom, according to a University of Tasmania researcher.

Education PhD candidate Damon Thomas spent time in a Hobart high school last year researching the ways such technology was used in the classroom.

Mr Thomas said that although he found the school he visited to be inspirational in its introduction of the mobile learning devices, or M-Learning, in the classroom, they could be better utilised.

"I found the school was using the devices as a calculator, dictionary, a Bible — they were using it more for convenience rather than extending what it could actually be used for," Mr Thomas said.

By looking further at how the children use

the device at home, whether for learning or playing games, he found many were developing other uses of the technology by themselves.

He said the use of technology for learning could be intimidating to experienced teachers in cases where the students were more knowledgeable of what they could do.

What the classroom will look like in the future will be the focus of the New Literacies, Digital Media and Classroom Teaching Conference on today and tomorrow at the University of Tasmania.

Organised by the university and HitLab, guest speakers include the University of New England's Professor Len Unsworth talking about traditional and old media, and Martin Waller, from the UK, who has worked on tweeting and social media with grade 2 children.