

Media Education – analyzing and learning in a media-rich environment

- Theresa Dola, Catholic Communications

“In this time of reconciliation, restoration and reconstruction, the SIBC will prepare and transmit programmes and news to promote a sense of national unity and reconciliation and uphold the cultural values of the Solomon islands”, stated Moodie Nanau, SIBC Director of Programmes as she addressed the Media Students attending the 5th Media Education Seminar at Don Bosco House of Prayer, Kola Ridge on 6th September, 2008. She also dwelt on the MASI Code of Media Ethics that governs its members, stating that credibility, trust and professional conduct by reporters, employees and staff should be upheld at all times.



In an interactive and well animated session, Carol Labbad, AYAD volunteer highlighted the different techniques by which consumers are persuaded to purchase products. “Like no generation before them, today’s youth are raised in a media-rich environment. The challenge is now to take a good hard look at what the media is really saying to us”, she said.



The 18 participants and animators enjoyed the 5th Media Education Seminar held at Don Bosco House of Prayer, Kola Ridge, with its tight schedule, its high energy singing and

dancing, creative group filmmaking, insightful media sessions, fun games, personal reflection and sharing.

“It was great to see the students working so well together, sharing ideas and developing their skills whilst also having fun and forming friendships. The weekend was mutually rewarding for me as I was inspired by the openness, dedication, creativity and motivation of all the students”, said Carol Labbad, AYAD volunteer with Catholic Communications Solomons.

The participants from the three schools – St. Joseph’s, Bishop Epalle and Don Bosco participants together with their animators scripted and shot three short films on issues of Life. The final session cum presentation will be held at SIBC Conference Hall on 4th October, 2008 at 9.30am.

“I have learnt how to deal with messages on the internet and I plan to share it with my friends”, Garry William, St. Joseph’s School, Rove.



“Advertisement effects my decisions and has its effects on my future” - Peter Ha’alau, Animator, Don Bosco.

“The games, relaxation exercises, sessions and togetherness as a family was what I liked” – Josephine Baata, Youth animator, Holy Cross

parish.

“Learning from the experience of others will be a stepping stone for my future – Edwin Rawcliff, Animator St. Joseph’s School, Tenaru