

# Wading into the Reading Whitespace

A literacy perspective on e-Collaboration to  
exploit visual texts

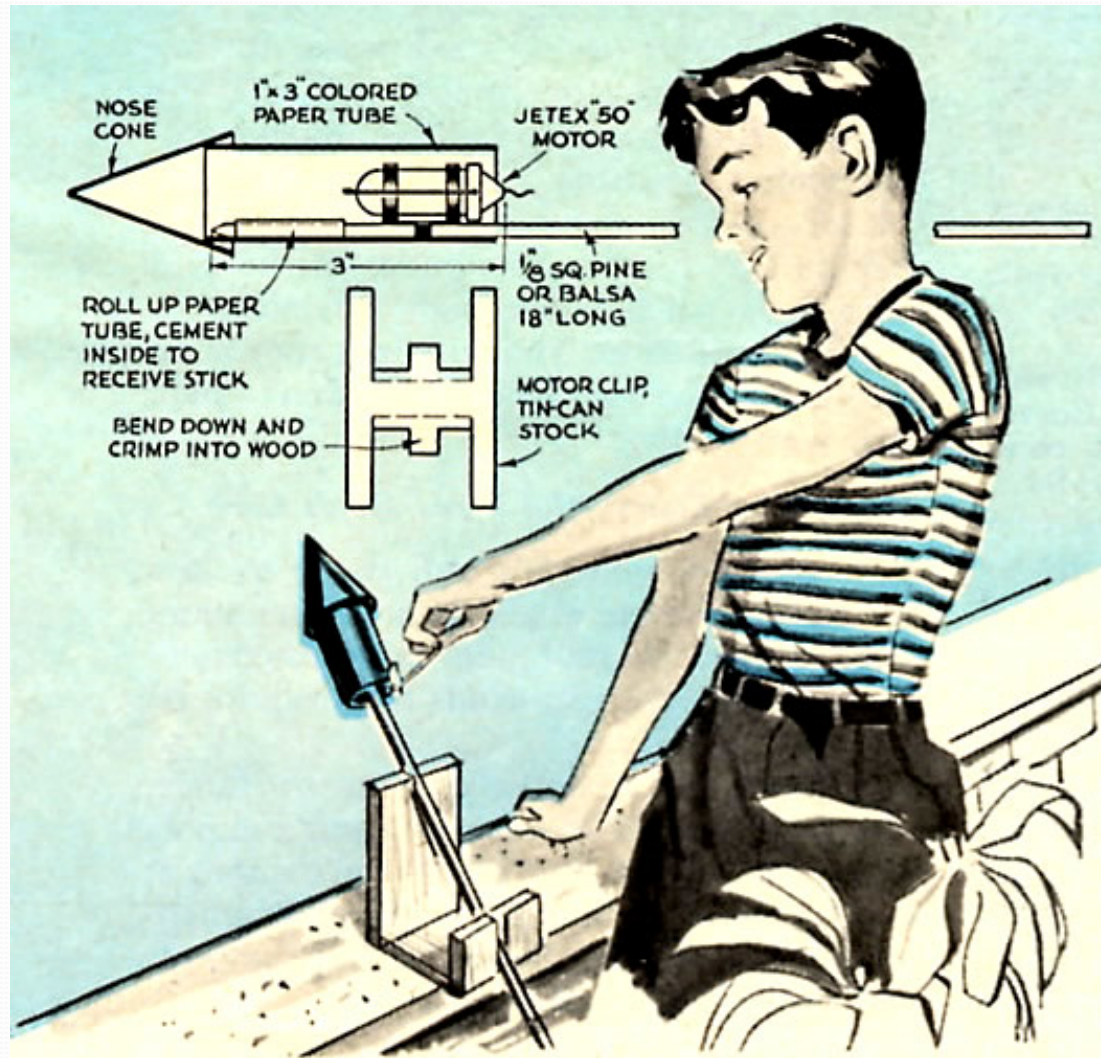
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# What is Visual Literacy?

*Visual literacy is what is seen with the eye and what is 'seen' in the mind. A visually literate person should be able to read and write visual language. This includes the ability to successfully decode and interpret visual messages and to encode and compose meaningful visual communications.*

*Dr. Anne Bamford (2003)*




*“Vision is... a cultural construction, that is learned and cultivated” and that is “deeply involved with human societies, with the ethics and politics, aesthetics and epistemology of seeing and being seen.”*

*W. J. T Mitchell (2003)*



# Why teach visual literacy?

- *Visual texts are everywhere*
  - *They evoke feelings and memories*
  - *They contain information about the target culture*
  - *They are highly complex*
  - *They are not a fixed vocabulary*
  - *They rely on a dynamic relationship between language, society and cultural practices*
- jpercy@unitec.ac.nz



*When we receive multiple, fast, intense, and engrossing messages in our media environment... “We become emotionally but not logically involved in the medium, and images stream into our psyche, accepted without critical analysis”*

*A.M. Seward Barry (1997)*





<http://reporter.blogs.com/photos/uncategorized/2008/11/25/idolcoke.jpg>




<http://www.tvthrong.co.uk/files/u1520/product%20placement.jpg>



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*“Marketers should see themselves as trying to manipulate culture; being social engineers, not brand managers; manipulating cultural forces, not brand impressions”*

*Guy Murphy (2009)*



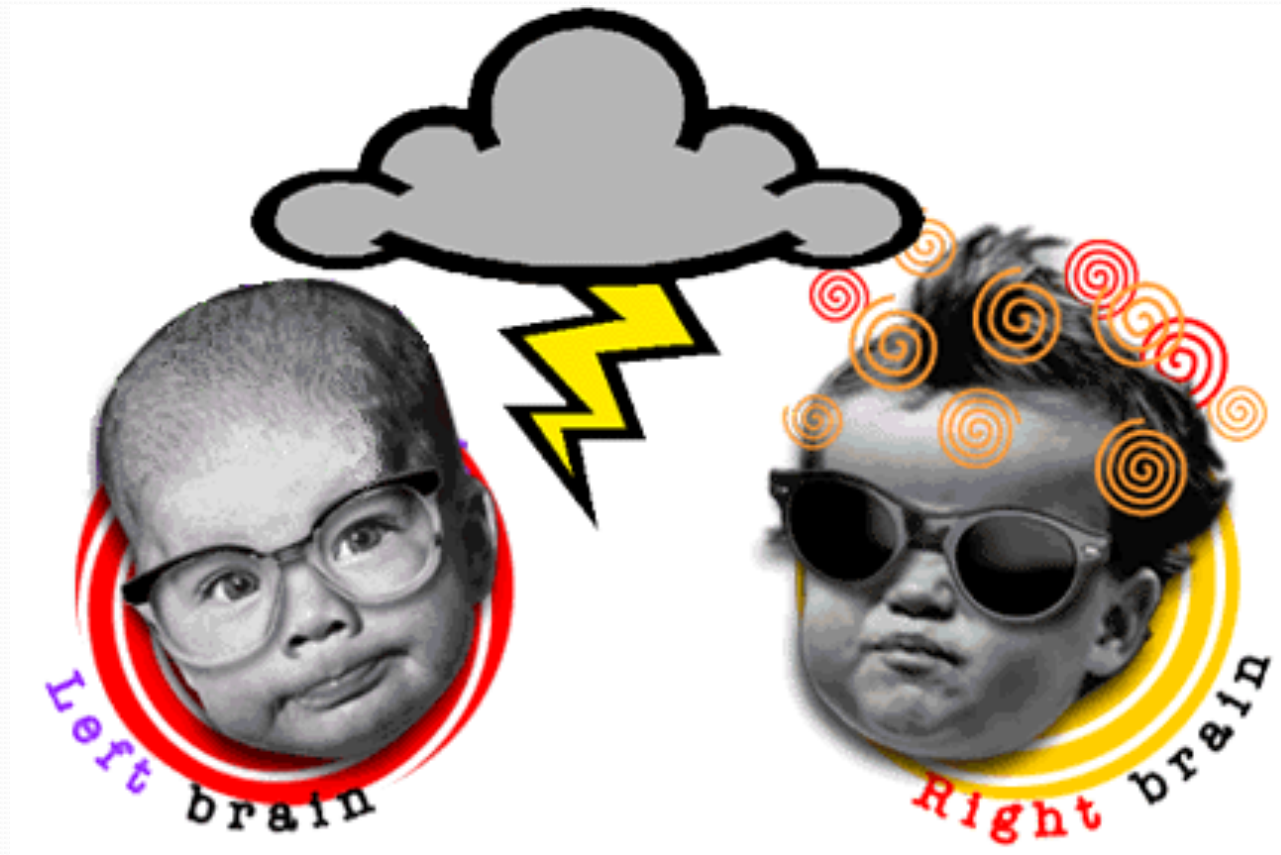


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<http://ashleighsmith.files.wordpress.com/2010/08/just-sew-it-242x300.jpg>

- Working Day



<http://alumni.media.mit.edu/~vanessa/workshop%2798/brainstorm.gif>



***"I call my visual 'The Wheel,' but so far I've  
text been unable to attract any venture capital."***

<http://blogging.vc/images/cartoon1.jpg>





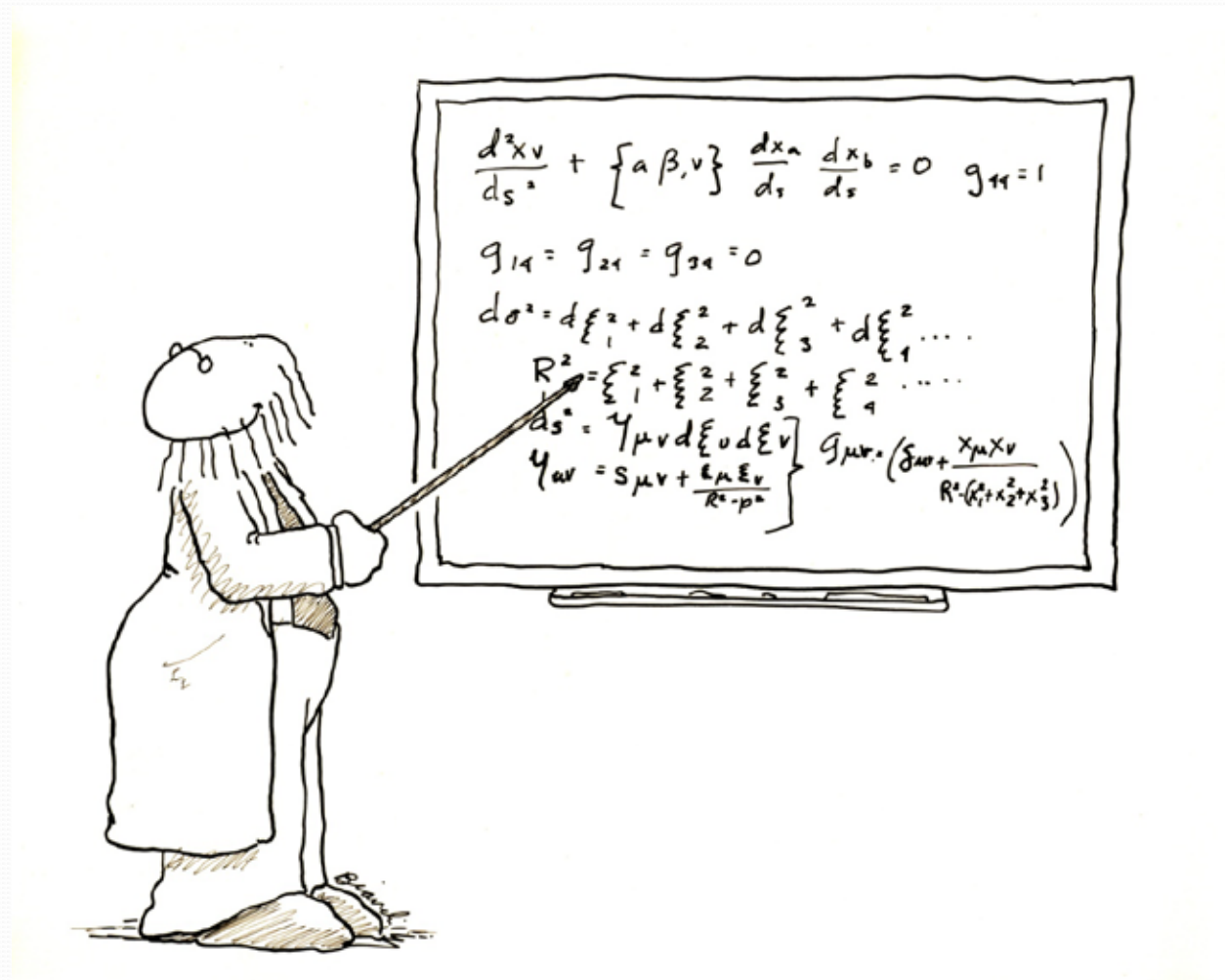
**Before**  
**After**



**During**

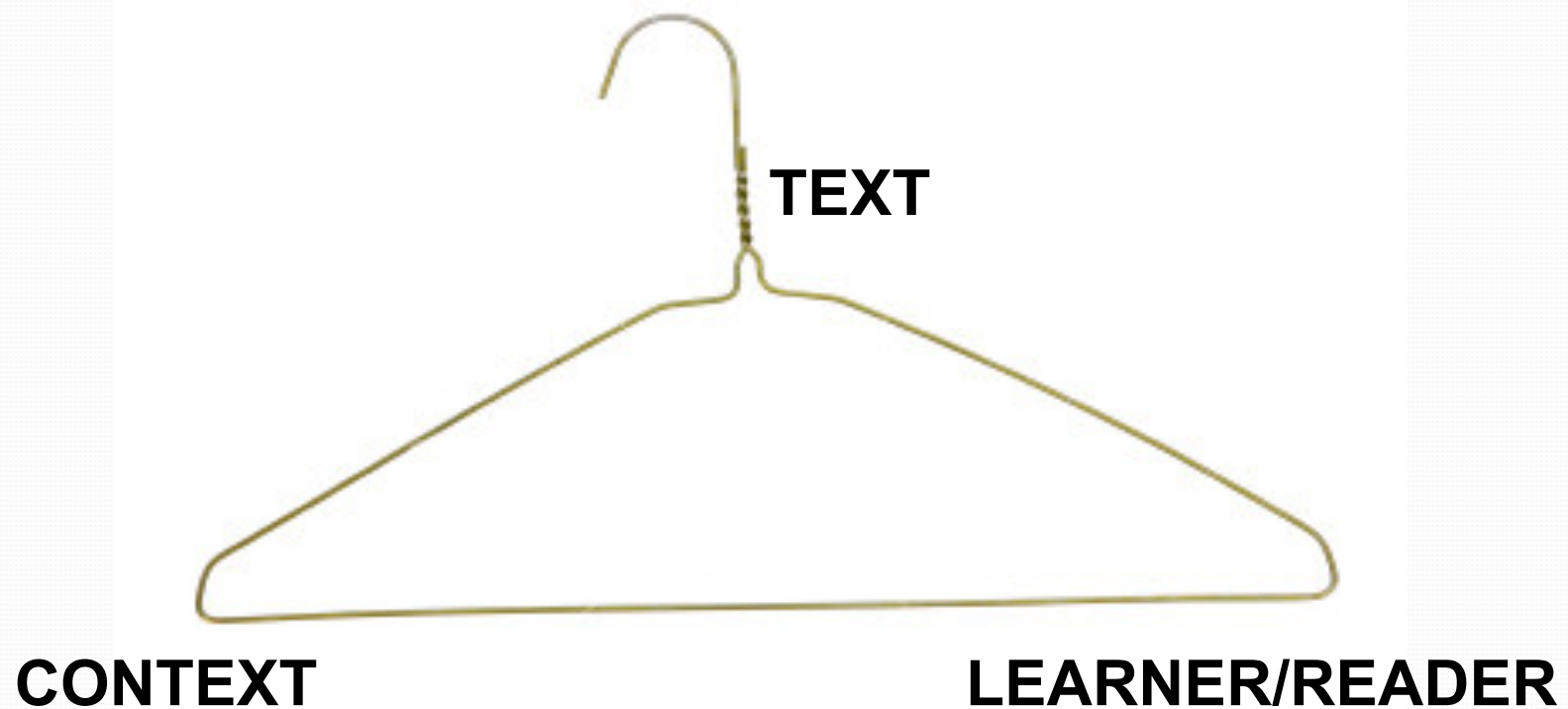


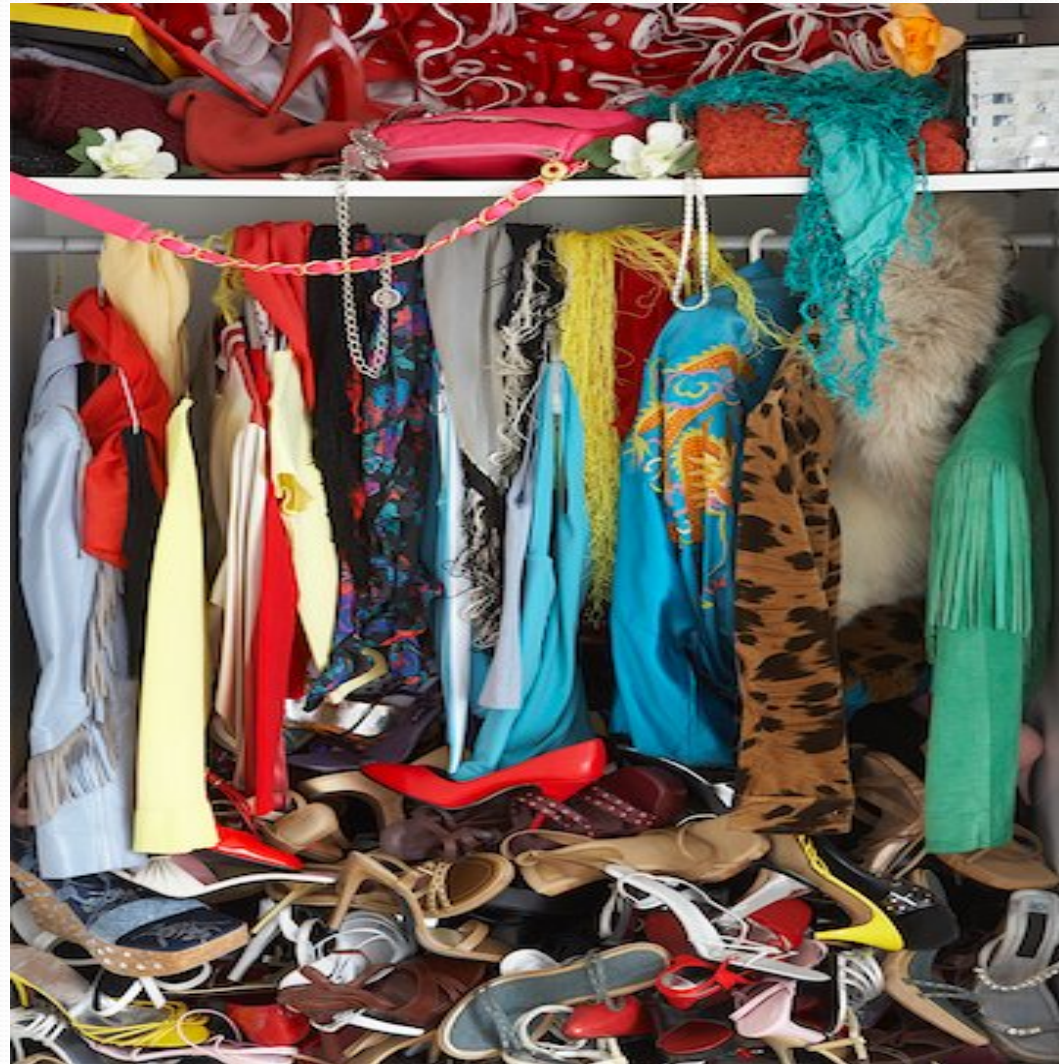




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# Buehl's Triangle of Literacy Dynamics (2001)





# Complementary Reading Frameworks





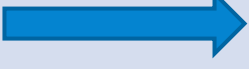

	TEC Learning Progressions (Read with Understanding)	
	<ul style="list-style-type: none"><li>•Decoding</li><li>•Vocabulary</li></ul>	
	<ul style="list-style-type: none"><li>•Vocabulary</li><li>•Comprehension</li><li>•Language and Text features</li></ul>	
	<ul style="list-style-type: none"><li>•Reading critically</li></ul>	

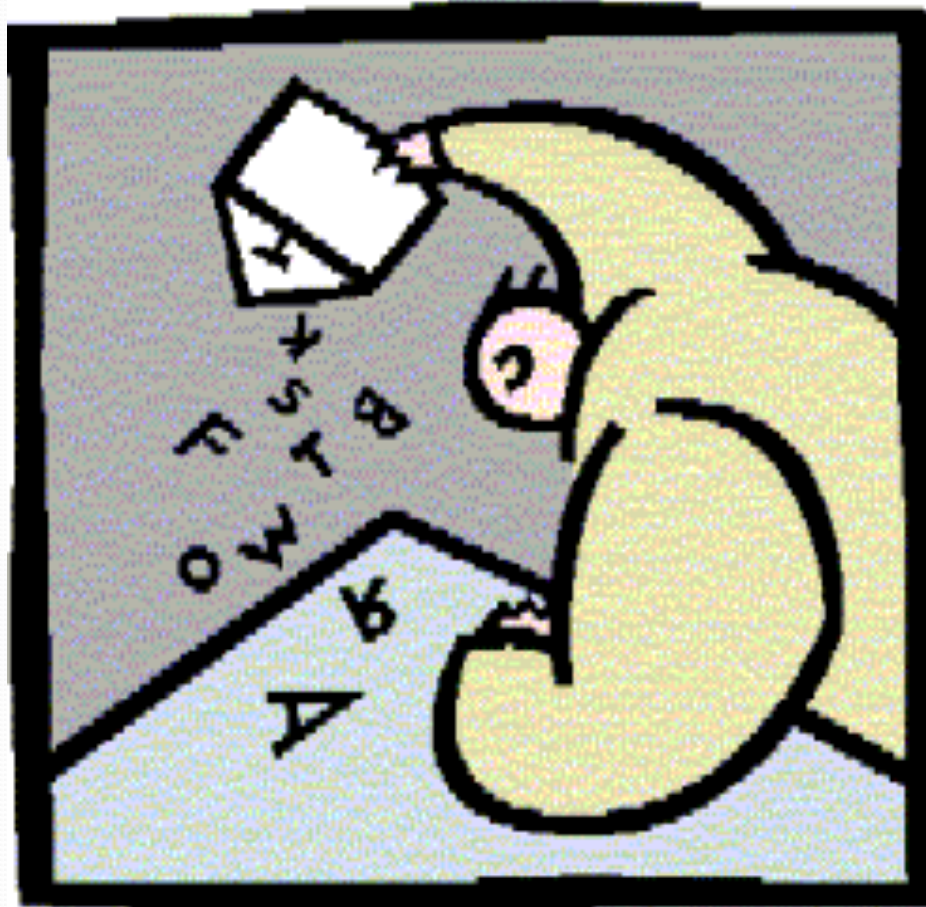
# Complementary Reading Frameworks

Active Reading Model	TEC Learning Progressions (Read with Understanding)	
•Before →	•Decoding •Vocabulary	
•During →	•Vocabulary •Comprehension •Language and Text features	
•After →	•Reading critically	



# Complementary Reading Frameworks

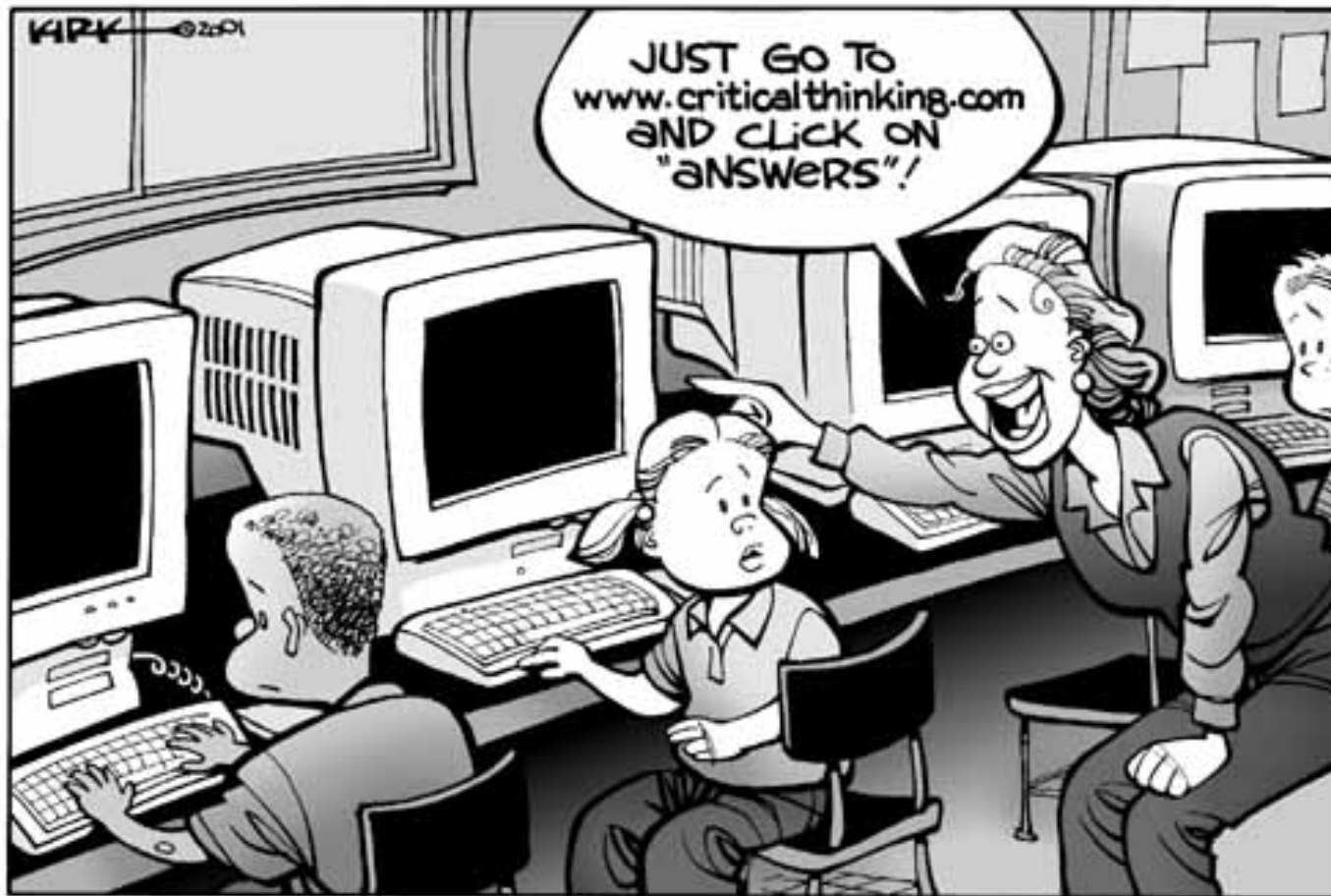
Active Reading Model	TEC Learning Progressions (Read with Understanding)	The Four Roles/ Practices of a reader
<ul style="list-style-type: none"> <li>•Before</li> </ul> 	<ul style="list-style-type: none"> <li>•Decoding</li> <li>•Vocabulary</li> </ul>	<ul style="list-style-type: none"> <li>•Code Breaker</li> </ul> 
<ul style="list-style-type: none"> <li>•During</li> </ul> 	<ul style="list-style-type: none"> <li>•Vocabulary</li> <li>•Comprehension</li> <li>•Language and Text features</li> </ul>	<ul style="list-style-type: none"> <li>•Text Participant</li> <li>•Text User</li> </ul> 
<ul style="list-style-type: none"> <li>•After</li> </ul> 	<ul style="list-style-type: none"> <li>•Reading critically</li> </ul>	<ul style="list-style-type: none"> <li>•Text User</li> <li>•Text Analyst</li> </ul> 



# When we give learners a task related to a text what are we actually asking them to do?



# So you want to be a text analyst?



# Practices that support critical literacy:

- Reading supplementary texts
- Reading multiple texts
- Reading from a resistant perspective
- Producing counter texts
- Having students conduct research about topics of personal interest
- Challenging students to take social action

Behrman (2006)





# Working Day

<http://www.youtube.com/watch?v=uNcfrPc-4Z0>

‘Working day’ is the 3 minute winning short film of the 2010 competition, Your Big Break, organized by Tourism NZ.

Written and directed by Andreas Borgi

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