

**Forskergruppen TransActions
inviterer til:**

Åpen forelesning

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**Transmedia Literacy and Identity Development:
Markets vs. Communities**

Literacy today is a system of cultural and technological practices that enable us to actively participate in communities that produce, interpret, and mobilize multiple media for our own purposes. At the same time these practices allow others to attempt to shape our identities to fit within differentiated and hierarchic markets and the political economies that support them. Both personal and collective identities are at stake whenever we engage with media in a community. Media both invite and project user identities just as people use media identifications to explore and mobilize identities.

Onsdag 8. oktober
Kl. 12.15 – 13

Auditorium 2
Helga Engs hus

Professor Jay Lemke er kjent for sine arbeider med nye lærings-teknologier, multimedia semiotikk og diskurs analyse.

LEARNING, KNOWING & IDENTITY IN THE INFORMATION SOCIETY

TRANSACTIONS

PFI

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