



IV Conference of Critical Media Literacy of the Americas

Advances in Artificial Intelligence: Impacts on Education and Media

The IV Conference of Critical Media Literacy of the Americas celebrates the possibility of continuing an action that, in a collaborative way, integrates the participation of people interested in the different themes that are incorporated into the agenda of each meeting.

Currently, AI puts us back in a tense scenario, of such complexity that we still do not know its true dimension, impact and scope.

The speed at which advances are being made in this field, is generating a new distance between those who are concerned and deal with the issue in order to analyze it critically, the users, and those who still resist the use of the Internet and social networks.

This makes it necessary to read the world again, in the way of Paulo Freire, along with those who bet on liberation, but with the double conceptualization of: “learning to sail while we build the boat.”

This reading places us at a time when the inequality gap has widened in relation to the distribution of wealth and the centralization of power. It is also necessary to return to nature to rethink actions in the face of the prevailing climate crisis that continues to accelerate, endangering our very existence. As the challenges increase, so do the opportunities offered by the critical use of technologies for social good, as youth around the world have repeatedly demonstrated.

Freire's legacy is dialectical engagement, critical empowerment, and participatory action for social justice. This is also our conception of critical media literacy.

Critical media literacy aims to engage critically with the media by examining representations, systems, structures, ideologies, and power dynamics that shape and reproduce culture and society. It is a research-based process to analyze and create media by interrogating the relationships between power and knowledge with the goal of achieving social and environmental justice. Critical media literacy is a dialogic process that involves Paulo Freire's (1970) notion of praxis, “reflection and action on





the world

to transform it" (p. 36). This pedagogical project questions the representations of class, gender, ethnicity, sexuality and other forms of identity and challenges the messages that reproduce oppression and discrimination. Celebrate the positive portrayals and beneficial aspects of the media while challenging the negative consequences and issues, acknowledging that the media is never neutral. Critical media literacy is a transformative pedagogy to develop and empower critical, caring, and conscientious people.

Tierra del Fuego, Antarctica and South Atlantic Islands, Argentina, is the venue chosen for the IV Conference, specifically at IPES "Paulo Freire", an institution that has been participating in this conference for three consecutive years.

One of the characteristics of this conference is its format, it is developed in a hybrid way, with 20 or 30 percent face-to-face and the rest virtual with the purpose of reaching the largest number of recipients located in different parts of the planet.

Another characteristic inherent to this meeting has to do with the date and days chosen to take place. Considering the participation of countries with different time zones, it is necessary to take into account the organization of an inclusive program. The days chosen are always from a Friday at noon/afternoon, to a Sunday afternoon, in order not to affect activities that most of the participants have in their institutions and countries of residence.

The fourth annual conference of Critical Media Literacy of the Americas considers how we carry out our task, whatever our place of work, training, country in which we develop, etc., under the challenge of a maelstrom of events linked to developments of artificial intelligence.

PURPOSES

- Promote a space for horizontal and democratic thought that deepens the critical analysis of media culture based on the contribution of referents and specialists from various disciplines and fields interested in the proposed thematic axes.
- Provide spaces that promote the democratization of the circulation of knowledge.
- Enable spaces that, through the various activities, encourage broadening the conceptual horizons about the meaning and purpose of the actions, silences,





current eco-discourses related to the control or containment of the eco-crisis, as well as socializing the programs that contribute to take care of planetary life.

- Promote activities that allow us to think about the place of education in the face of the advancement of AI

THEMES

We welcome proposals that address some of the following axes/topics:

1. Educommunication
2. Artificial intelligence, education, ethics and media
3. Ecoliteracy and environmental justice
4. Indigenous cultures/peoples/perspectives, decolonization and postcolonialism.
5. Criticism of power, dominant ideologies and social injustice
6. Critical and humanizing education, challenging racism, sexism, classism, heteronormativity, transphobia, ableism, xenophobia, etc.
7. Abolitionist teaching, democracy and human rights.
8. Critical speeches, news and media; attacks on science and denialism.
9. Challenging neoliberalism and privatization; surveillance and privacy issues.
10. Activism and empowerment with the media and the arts
11. Positioning of the School as a social institution in the face of critical media literacy.

We welcome proposals that explore how we enact critical media literacies that might disrupt problematic and reductive understandings of education to support an inclusive and diverse notion of education as empowering human rights, solidarity, social responsibility, and global citizenship. .

GENERAL BASES for the presentation of proposals.

REGISTRATION FORM FOR ASSISTANTS

link to the form: <https://forms.gle/5Lt6FKZuoNSqeien9>





PROPOSAL

1. Choose one of the following options for 20-40 minute sessions:

- GUIDELINES for the PRESENTATION FORMAT¹ Presentation of the work (10-15 minutes to discuss your work, share examples and make it as multimodal as possible. There will be a time for discussion, questions and answers at the end of each session).
- GUIDELINES for the ATHENEUM FORMAT²: Panel discussion (with three or more people, design an interactive session in which similar ideas are discussed based on a unifying theme)
- GUIDELINES for the WORKSHOP FORMAT³: (this is an interactive session in which the audience participates through guided lessons or some type of CML demonstration)

TEMPLATE FOR PAPER SUBMISSION (IN A GOOGLE FORM)

- Names and biographies of the participants, including the sponsoring organization:
- Photo of / of those responsible for dissemination
- Creative, attractive, convening title:
- Thematic axis:
- Description of the proposal (maximum 100 to 250 words):
- Connections between the CMLCA definition of critical media literacy and your proposal (2-3 sentences):
- What conference themes does this proposal address?

¹ PRESENTATION FORMAT - GENERAL GUIDELINES:

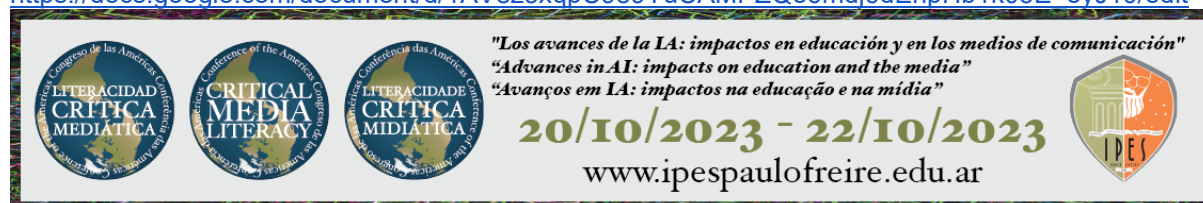
https://docs.google.com/document/d/1b-4HBhMs9ukq6aJW07w_WqeThlWC5af9/edit

²ATHENAEUM FORMAT - GENERAL GUIDELINES:

<https://docs.google.com/document/d/1Iz25fciXcSQzkQD-avs-ZskvLJckkInd1SUjRnxtR14/edit>

³ WORKSHOP FORMAT - GENERAL GUIDELINES:

https://docs.google.com/document/d/1AV8z3xqpC989YuCAMPZQe6mdj6dEhpHb1k03E_eyJ10/edit





9. Attach

a video that basically introduces the members of the project: (no more than 1 minute)

1. Am....
2. I will be participating in the IV LCMA Congress to be held in TDF, AIAS, Argentina
3. The theme of our proposal is....
4. To guarantee greater inclusion, it is suggested to send the video "subtitled"⁴

10. We attach a Lexicon or vocabulary: (Feel free to make comments as contributions that enrich the exchange)

https://docs.google.com/document/d/1SgbdKv4xTM6HCjSKPHWn4pnGwAAOGD16YhS_xCmCtvA/edit?usp=sharing

DEADLINE FOR SUBMISSION OF PROPOSALS

Thursday August 31

Send your proposal to the MAIL: clcma@ipespaulofreire.edu.ar

⁴ VIDEO: Filmed in horizontal format (a cell phone can be used) MP4 format of medium quality. Take into account a white or light background, try to clear the audio of noise or interference to achieve the greatest possible clarity. The extension or duration of the video must not exceed one minute. This video will be edited incorporating logos and names of the interested parties, and will have the purpose of being disseminated on social networks to call for participation.

