

:

BK21 Plus

1.

?

?

2

1)

2005

2010

(2011)

2000

, 2011, 312)

(Reily et al., 2013).

(

)

()

()

(Jewitt, 2008).

(Clinton et al., 2013).

(Access, Analyze, Evaluate, Create)' (Aufderheide, 1993).

SNS

(European Commission)

1)

2)

3) ()

1), (Livingstone et al., 2012)

(Gutiérrez&Tyner, 2012)

1) <http://ec.europa.eu/culture/media/media-literacy/> (2013.10.30.)

(), , ,
(), , ,
(,) .

2)

(2011)

. 21

(Alanen, 2001)

3

- ?
- ?
- ?
- ?

A

A

2).

5 2

(2010)

1997 , 1998

PC

2)

4

2			A2M
2			B2M
2			C2F
2			D2M
2			E2F

1 A

4.

1)

A

(Katz, 1959)

[]

. (C2F)

(D2M)

(B2M)

(B2M).

(E2F)

[A2M]

2)

(2008)

(E2F)

(E2F)

[C2F]

[D2M]

[C2F]

(E2F)

[A2M]

(

)

FTA

(

)

[B2M]

(
(Clinton et al., 2013).
)

. [A2M]

. [B2M]

(
. [B2M]

(Leu et al., 2004)

3)

(D2M)

[A2M]

[B2M]

[C2F]

[D2M]

SNS

.....)

SNS SNS

[B2M]

(Leu et al, 2004).

4) :

2~30 (2011) 2- 30

SNS SNS

[D2M]

()

[B2M]

, SNS

. [D2M]

(.
)

5.

(
) 1:1

- (2010). , 94 , 83-108
- (2010). , 24 , 87-109 .
- (2011). : 2005 2010 , 10 , 311-340 .
- (2006). , 16 , 163-197
- (2011). : .
- Alanen, L. (2001). ' Explorations in generational analysis' . In L. Alanen and B. Mayall(Eds). *Conceptualizing child-adult relations* London: Routledge.
- Aufderheide, P. (1993). *Media Literacy: A Report of the National Leadership Conference on Media Literacy*. ERIC Document Reproduction Service No.ED 365 294.
- Clinton, K., Jenkins, H., & McWilliams, J. (2013). New Literacies in an Age of Participatory Culture. In H. Jenkins, W. Kelley, K. Clinton, J. McWilliams, R. Pitts-Wiley & E. Reilly (Eds.), *Reading in a Participatory Culture*. New York: Teachers College, Columbia University.
- Gutiérrez, A., & Tyner, K. (2012). Media Education, Media Literacy and Digital Competence. *Comunicar*, 19(38), 31-39.
- Herring, S. (2008). Questioning the generational divide: technological exoticism and adult constructions of online youth identity. In D. Buckingham (Ed.), *Youth, identity, and digital media*. Cambridge, MA: MIT Press.
- Jewitt, C. (2008). Multimodality and literacy in school classrooms. *Review of research in education*, 32(1), 241-267.
- Katz, E. (1959). Mass communications research and the study of popular culture: An editorial note on a possible future for this journal. *Departmental Papers (ASC)*, 165.
- Leu, D. J., Kinzer, C. K., Coiro, J. L., & Cammack, D. W. (2004). Toward a theory of new literacies emerging from the Internet and other information and communication technologies. *Theoretical models and processes of reading*, 5(1), 1570-1613.
- Livingstone, S., Papaioannou, T., Grandio Pérez, M. D. M., & Wijnen, C. W. (2012). Editor's Note-Critical Insights in European Media Literacy Research and Policy. *Medijske studije*, 3(6), 2-12
- Reilly, E., Mehta, R., & Jenkins, H. (2013). *Flows of Reading*. electronic book. <http://scalar.usc.edu/anvc/Flowsofreading/index>