

Media Literacy Week
Statement by Members

Tuesday, November 02, 2010

Mr. Speaker, I am proud to recognize this week as national Media Literacy Week. The aim of this week is to encourage parents, educators and community leaders to integrate and practice media and digital literacy in their homes, schools and communities.

In an era where communication technology enables us to access multiple media sources, it is increasingly necessary that Canada's youth are equipped with the skills to decipher messages that they encounter.

The theme of this year's event is "Gender and the Media". Young people and society in general are exposed to a variety of idealized images and gender features prominently in this regard. Positive aspects of popular culture can be harnessed to promote realistic and healthy role models to youth; however, repeated exposure to negative and unfair stereotypes that deal with body image and gender can affect identity and self-image.

It is important that Canada's youth are able to empower themselves through media interaction. This is one of the important objectives that Media Literacy Week aims to achieve. I thank the Canadian Teachers' Federation and the Media Awareness Network for their leadership and their continuing excellent work. It is a job well done.