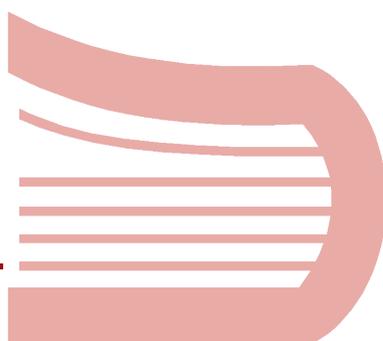


Comunicación

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DATABASES AND COOPERATIVE PROJECTS OF THE IZI DOCUMENTATION CENTRE: PROMOTING MEDIA LITERACY

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DATABASES AND COOPERATIVE PROJECTS OF THE IZI DOCUMENTATION CENTRE: PROMOTING MEDIA LITERACY

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Resumen

El Instituto Internacional Central para la Televisión Juvenil y Educativa (IZI) es un centro de investigación y documentación dedicado a promover la calidad en la televisión y medios de comunicación para niños y jóvenes y educación. El departamento de documentación del IZI cuenta con una base de datos de referencia internacional para educadores, investigadores, padres, estudiantes y especialistas de la información. Además el IZI participa en redes nacionales e internacionales educativas documentales. El objetivo esencial de estos proyectos cooperativos es la promoción de alfabetismo de medios de comunicación, que constituye una habilidad imprescindible en la Sociedad de Conocimiento.

Abstract

The International Central Institute for Youth and Educational Television (IZI) is an documentation and research centre commissioned to promote quality in children's, youth and educational television and media. The documentation department of the IZI provides an international reference database for educators, researchers, parents, students and information specialists. Furthermore the IZI is partner in national and international educational documentary networks. The essential aim of these cooperative projects is the promotion of media literacy - the survival skill for coping with the Knowledge Society.

The IZI

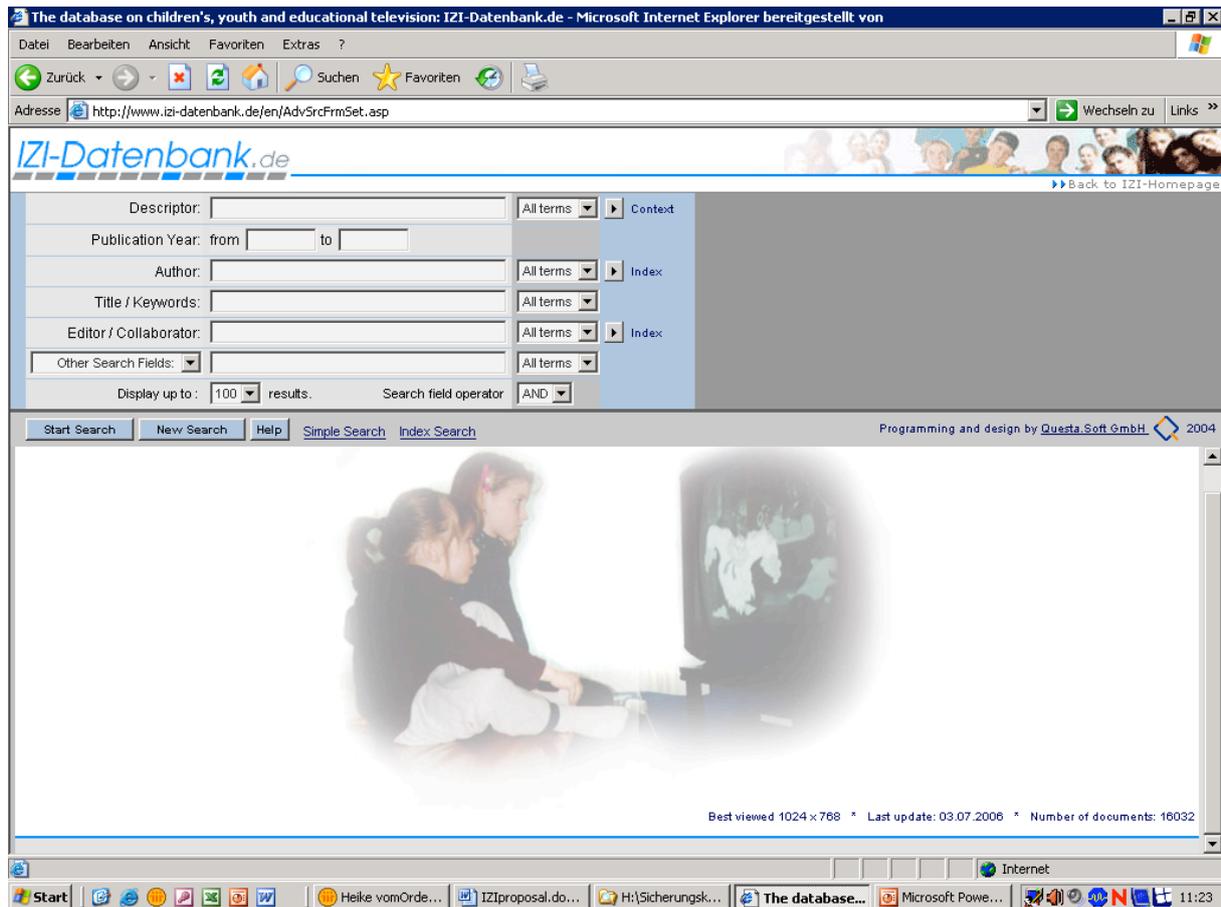
The International Central Institute for Youth and Educational Television (IZI) is an documentation and research centre commissioned to promote quality in children's, youth and educational television and media. The IZI is a department of the Bavarian Broadcasting Corporation and was established in 1965.



The IZI conducts empirical research with regard to current programme formats and issues in the field of children, youth and educational television and media. In cooperation with international researchers the IZI explores current and publicly relevant issues in order to supply editorial departments, programme planners, pedagogues, journalists and concerned associations with consolidated findings. Workshops, international conferences and projects are organised in order to support anybody who is working in the field of media education.

IZI-Datenbank.de

The documentation centre of the IZI collects international scientific resources (books, journals, research reports, dissertations, congress contributions) and information of any kind that is related to the planning, the production, the reception and the effects of children, youth and educational television and media. Citations of relevant publications in the field of media and communication science, educational science, pediatrics, sociology etc. and non-print-materials are documented in IZI-Datenbank.de. The bilingual reference database (German/English) is the most extensive reference tool in the field of children's, youth and educational media published in the German language area.



IZI-Datenbank.de offers a wide range of search strategies. The user can start a full-text retrieval, in the expert search a thesaurus based search is available and index lists from various database fields can be displayed. The contextual search is a tool for users who need assistance in the case they are unsure about the spelling of a name or do not know the precise descriptor for a retrieval in the expert search. The consistency of indexing is guaranteed by the descriptors of the IZI's own detailed bilingual thesaurus. Supplementary search fields like "publication type" (e.g. research report, literature review, position paper etc.) permit multiple retrieval options.

After a successful search, a hit list, arranged according to publication date, is displayed. The default setting displays 100 hits, but the users can increase the maximum number of results to be displayed to suit their wishes. They also have the option to create individual results lists and to download them.

The screenshot shows the IZI-Datenbank.de website interface. The search results are as follows:

Year	Author	Title	Editor / Collaborator	Details
1. 2005	Bragg, Sara; Buckingham, David	"If they're happy they're happy...". Wie Heranwach...		Details...
2. 2005	Buckingham, David; Bragg, Sara	Zeigen und Erzaehlen. Wie Kinder und Jugendliche m...		Details...
3. 2004	Bragg, Sara; Buckingham, David	Embarrassment, education and erotics. The sexual p...		Details...
4. 2004	Buckingham, David; Bragg, Sara	Young people, sex and the media. The facts of life...		Details...
5. 2004	Buckingham, David; Sefton-Green, Julian	Cultural studies goes to school. Reading and teach...		Details...
6. 2004	Davies, Hannah; Buckingham, David; Kelle...	In the worst possible taste. Children, television ...		Details...
7. 2003	Buckingham, David; Bragg, Sara	Young people, media and personal relationships.		Details...
8. 2003	Buckingham, David; Domaille, Kate	Where are we going and how can we get there?. Gene...		Details...
9. 2003	Buckingham, David; Harvey, Issy	Imagining the audience. Reflections on the pilot p...		Details...
10. 2003	Buckingham, David; Scanlon, Margaret	Education, entertainment and learning in the home.		Details...
11. 2001	Buckingham, David	United Kingdom: Disney dialectics: Debating the po...		Details...
12. 2001	Buckingham, David; Harvey, Issy	Imagining the audience: language, creativity and c...		Details...
13. 2000	Buckingham, David	After the death of childhood. Growing up in the ag...		Details...

Cooperative projects and partnerships of the IZI documentation centre

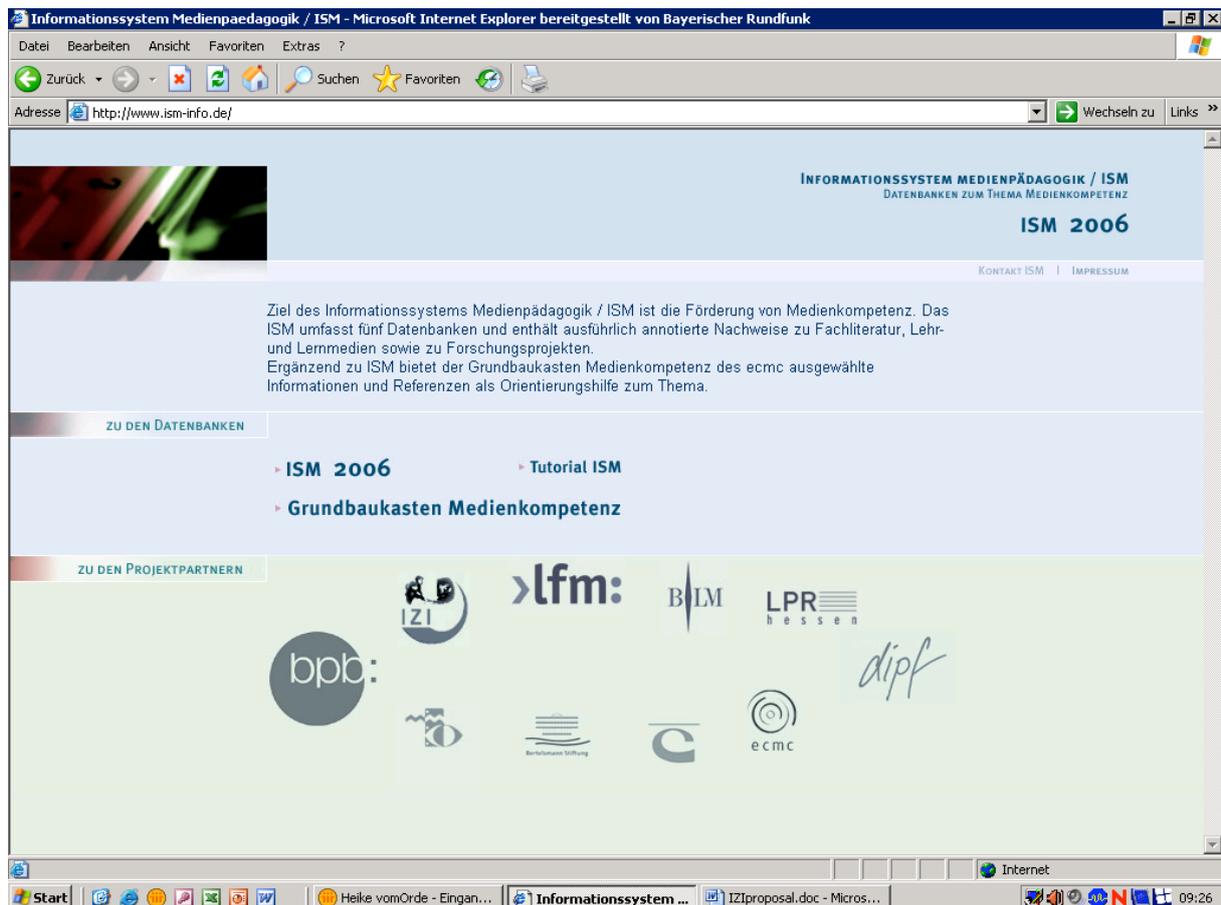
IZI-Datenbank.de is available free of charge on the Internet. The IZI documentation centre is networking with national and international partners in order to guarantee a broad coverage and a simple access to the IZI bibliographical datapool from various internet portals.

Therefore the IZI aims for a partnership of the German vascoda project. vascoda is an association with over 30 members from libraries and information institutions in Germany. The association's aim is the further development and running of the interdisciplinary academic portal. vascoda makes the interdisciplinary provision of academic literature for science and research possible and is a joint funding from the Federal Ministry of Education and the German Research Foundation.

Since 1990 the IZI is a partner of the German ISM cooperation project. The Information System Media Education (in German: Informationssystem Medienpaedagogik ISM) is the most popular digital reference tool on the topic of

media education in the German-speaking area. The objectives of ISM are not only the integration of freely available information about scientific literature, projects and educational media resources via the internet but also the creation of a direct and complete access to the required subject-related information.

ISM is published on the internet (www.ism-info.de) and on CD-ROM. It is a reference tool for teachers in schools and universities, librarians, information specialists and researchers who require relevant information in the fields of media education, media literacy, media research, Internet and computer in educational and vocational training or child and youth media protection.



ISM represents a joint effort for the integration of existing reference databases, project information and catalogues of educational media. The comprehensive aim of the project and the diverse information demands on behalf of our target groups require a network of libraries and documentation centres who contribute their specific thematic emphases and expertise the field of media literacy.

The six ISM-databases provide a common database design in order to guarantee easy handling. Detailed knowledge about the structure of the individual database is not necessary. The user may start a search request in all databases respectively in a selection of them. As requested the user is free to limit his retrieval on citations of literature, project information or media resources.

The IZI documentation centre contributes with parts of its bibliographical data pool to the project. In 2004 the page statistics reported 100.000 visits on the ISM web site and 30.000 CD-ROM versions of ISM were distributed via the internet, in schools or in universities.

A new partnership of the IZI in an information network project is ALADIN. The Adult Learning Documentation and Information Network (ALADIN) is a global network that was initiated by the UNESCO Institute for Lifelong Learning (UIL) (formerly known as UNESCO Institute for Education, UIE). The main concern of this network of adult learning documentation and information centres is to address problems and disparities in access to adult learning resources. Today ALADIN has more than 120 members in more than 40 countries in all regions of the world.

ALADIN's mission is to serve as an information broker between researchers/practitioners and policy makers by sharing relevant information on adult learning. The network would like its work to contribute towards correcting the uneven distribution of adult learning documentation and information resources and providing training in adult learning knowledge management. The IZI supports this mandate with its expertise in the field of educational media and international research activities.

The essential aim of all IZI cooperative projects is the promotion of media literacy, a critical life skill in today's information maze. Libraries and documentation centres as information experts and key players in the education process are effective in mediating this competence, especially in the field of educational documentation and documentary networks.