



Stefan Welling

Institut für Informationsmanagement (ifib)
Universität Bremen

Challenges for Media Education

The provision of media competences is the focal point of media education and the general aim of adopting computers in educational settings. But particularly socially disadvantaged young people are not reached by this approach which aims at enabling individuals to a purposeful and goal-oriented usage of media and which often aims at issues of (vocational) qualification.

Rather promising is a stronger emphasis on a media education (Medienbildung) which aims at modification of references to self and to world by means of computer media. In this way media education contributes to the development of a sustainable orientations towards issues of education and career.

Such a 'turn' presupposes a change in perspective of media educational practice and demands the development of a reconstructive theory which approaches the practice of youth and their underlying orientations as an initial point for the development of theory and practice.

Yet this may only succeed if educational policy is capable to establish an appropriate general framework.