

# Media Play, Literacy, Practice with Mobile Media

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# Japanese State of Mobile Phone

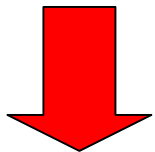
- mobile phone service contracts
  - 90 million / total population 125 million
  - rate = 70 %
  - 3rd generation = 38 million
- rich growth in Internet services
  - 76 million (86%) are directly connected to the Internet
- preeminent e-mail activities
  - 60% use internet connected e-mail
  - mobile phone compensated for the late spread of PC-based Internet access
  - input methods with highly accumulated know-how with PC
  - Japanese culture weight on indirect communication
  - long tradition of literacy; keeping diaries and writing letters
- rapid development of visual communication
  - 60 million are with built-in camera models
- two contradictory, separate images
  - a miniature, high-performance business tool
  - a subversive type of media
- beyond the metaphor of telephone

Mr. Mizukoshi,  
I don't understand anymore  
what **this** is.

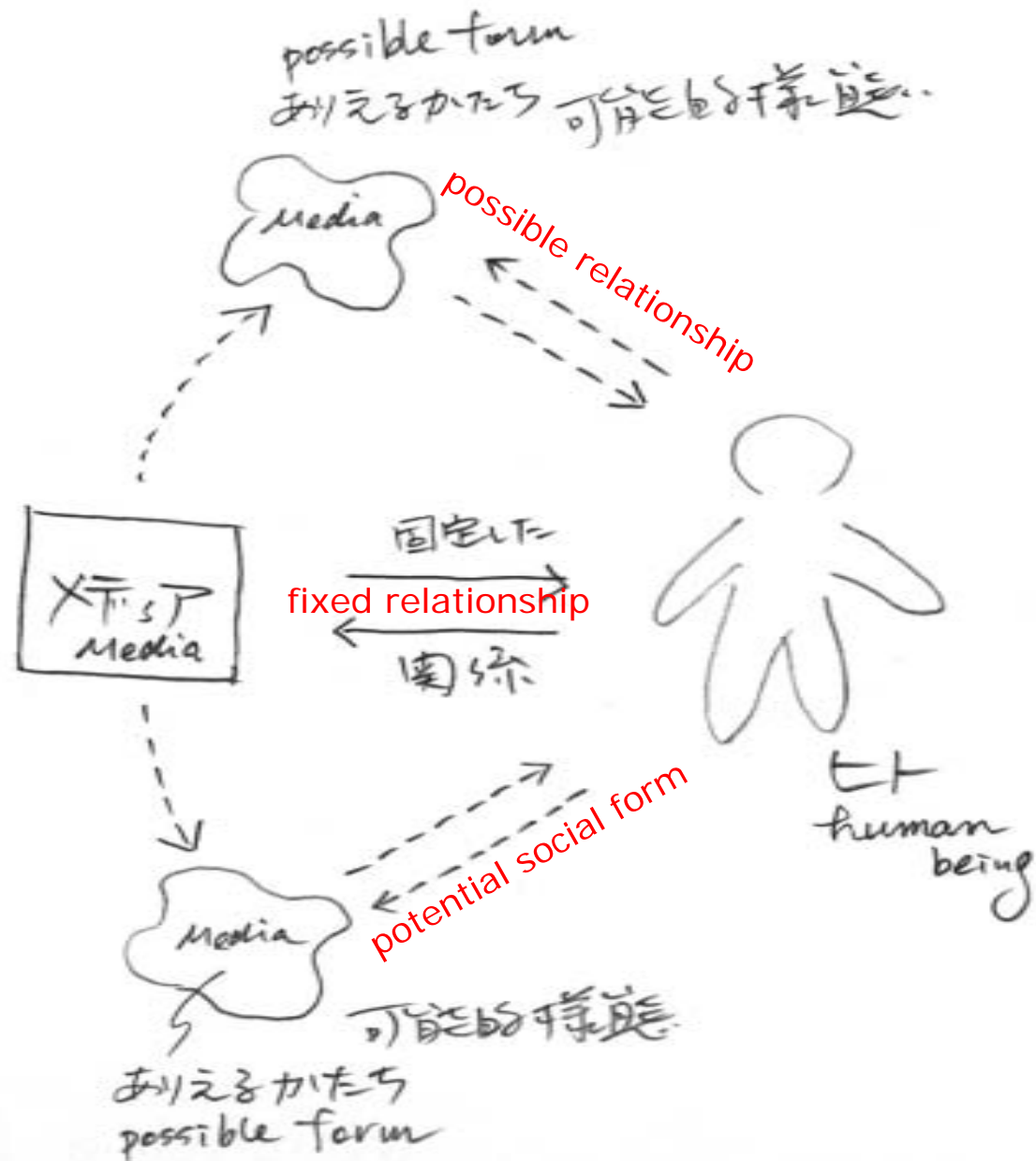
Mr. Tachikawa and Mr. Nakamura,  
ex and present President and CEO  
NTT DoCoMo, Japan  
May, 2004

# Ambiguous, Wavering

- relationship between people and media
- social form of media

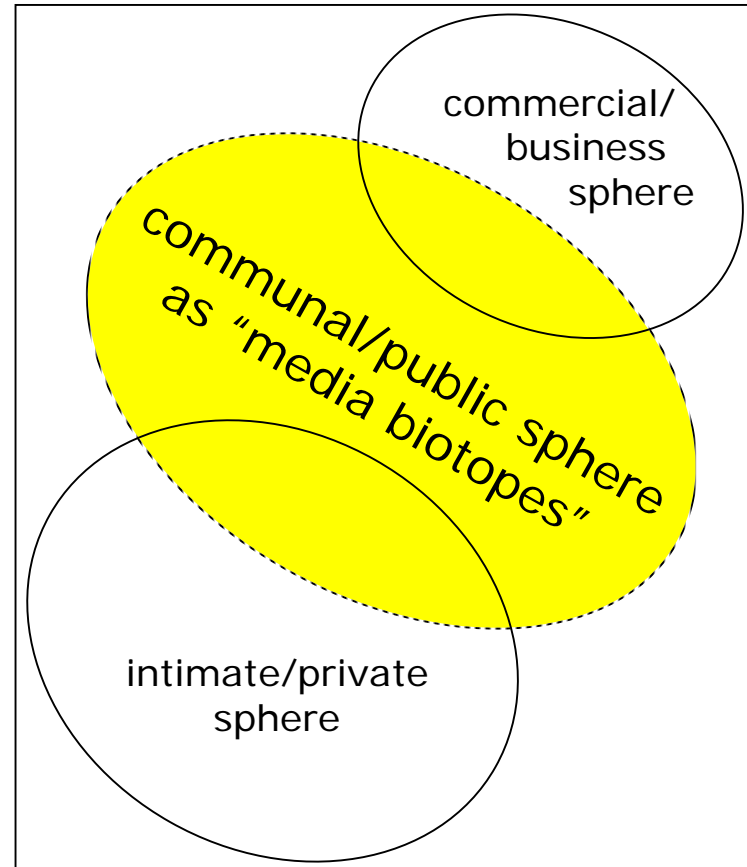


emergence of  
mediological  
imagination and  
new media literacy



# Major Issues in Japan's Mobile Communication Space

- polarization with two spheres
- numerous "intimate/ private" communications and various "commercial" Internet information services
- little space for "communal", or "public" communication; journalism, citizen's media expression, welfare, education, regional information, marginal art, and play
- fixed particular media forms constrained by and dependent on the intimate/private and business/commercial spheres
- require the development of a balance of the communication activities; expand the public sphere



mobile communication space in Japan

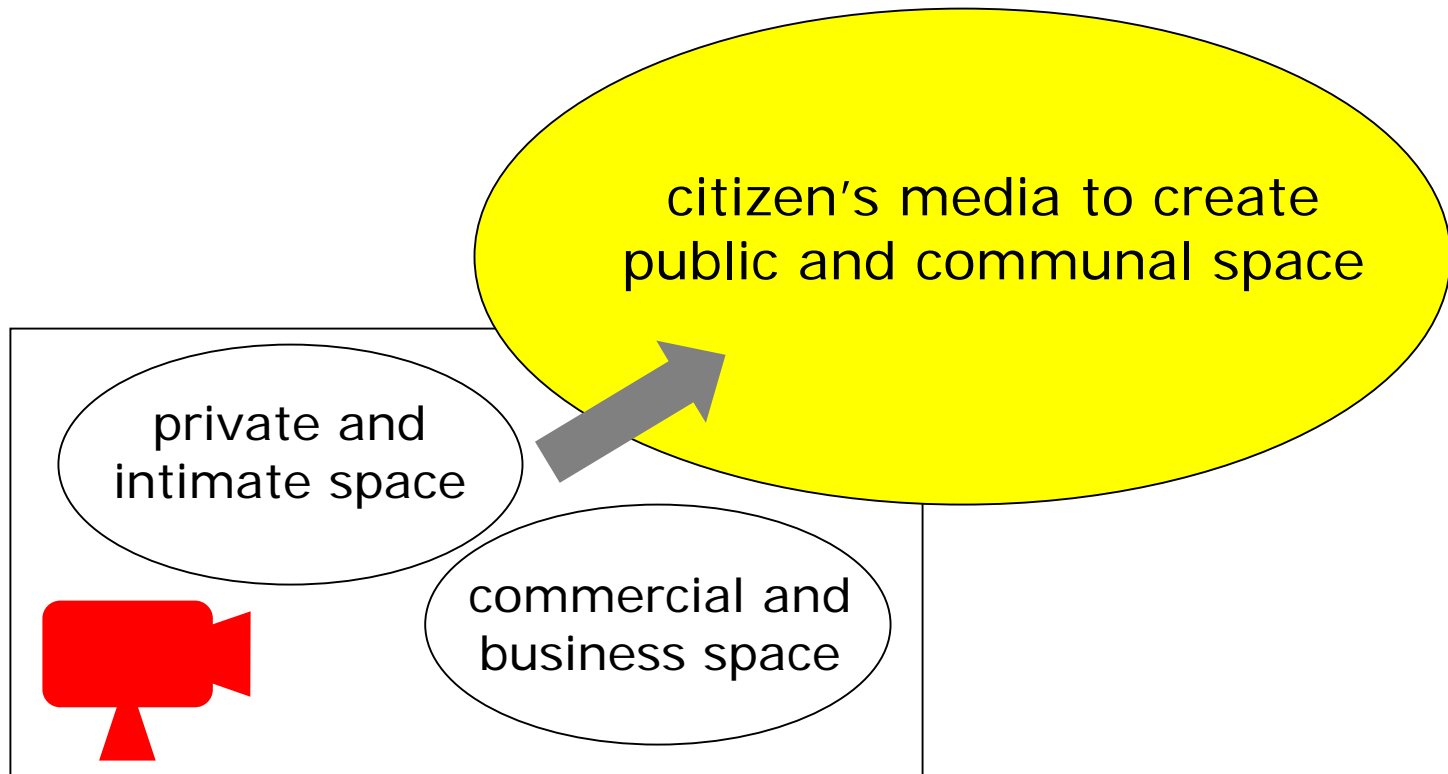
# Alternative and Potential Social Form of Telephone in History



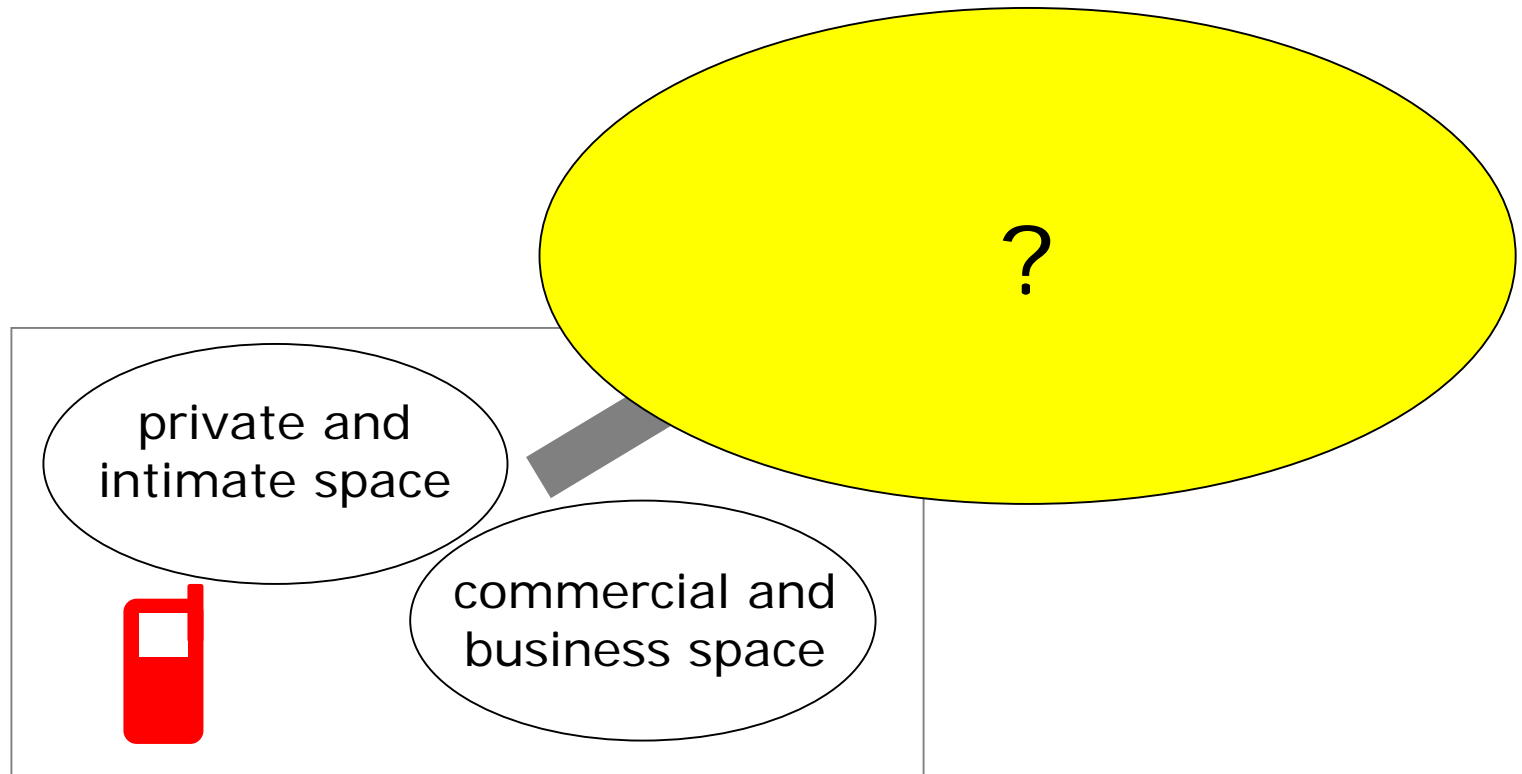
# Citizen's Media Expression and Media Literacy



# Video Camera as Media for Citizen's Media Expression and Media Literacy



# Potentiality of 3G Keitai ?

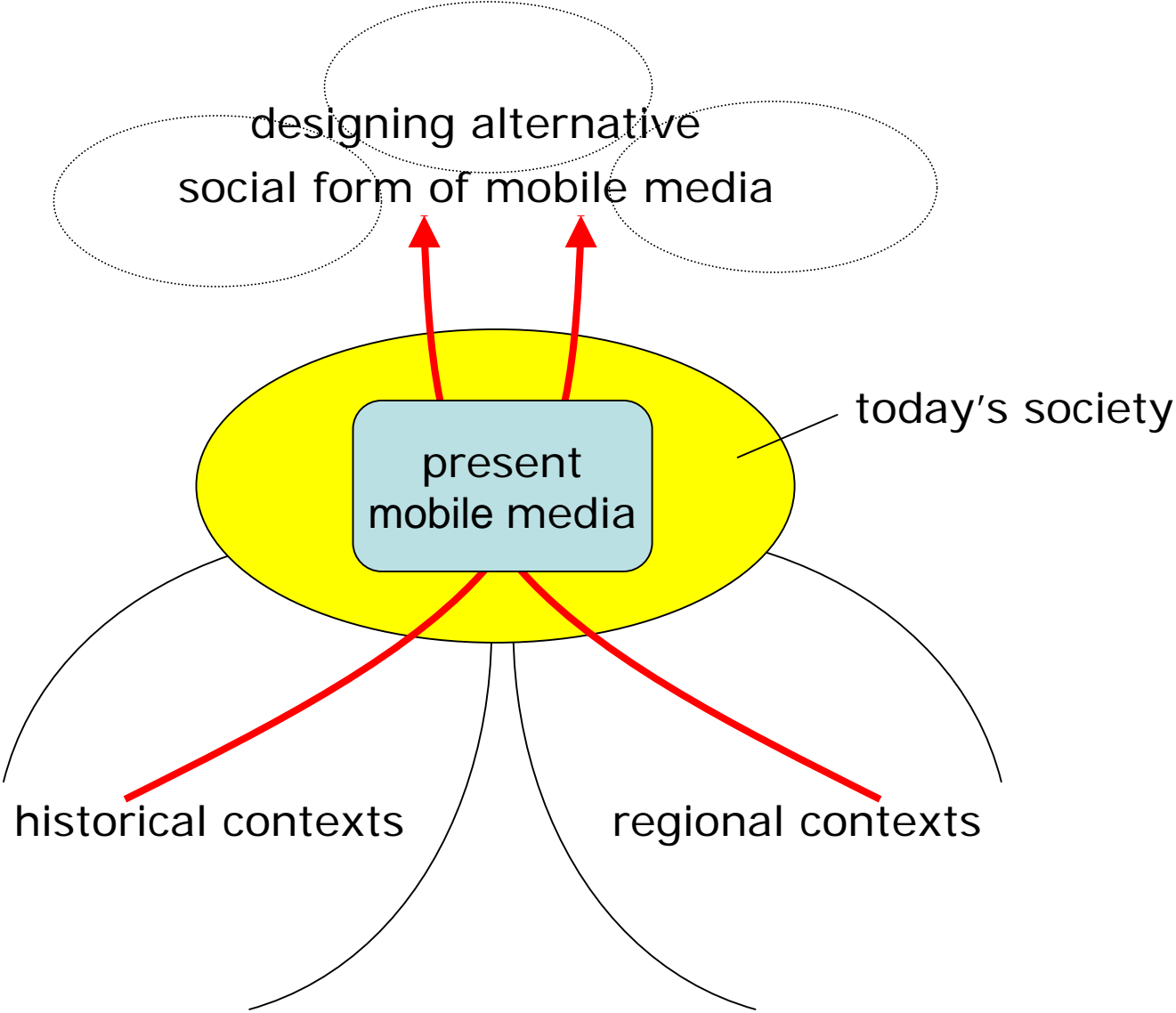


ex. mobile media

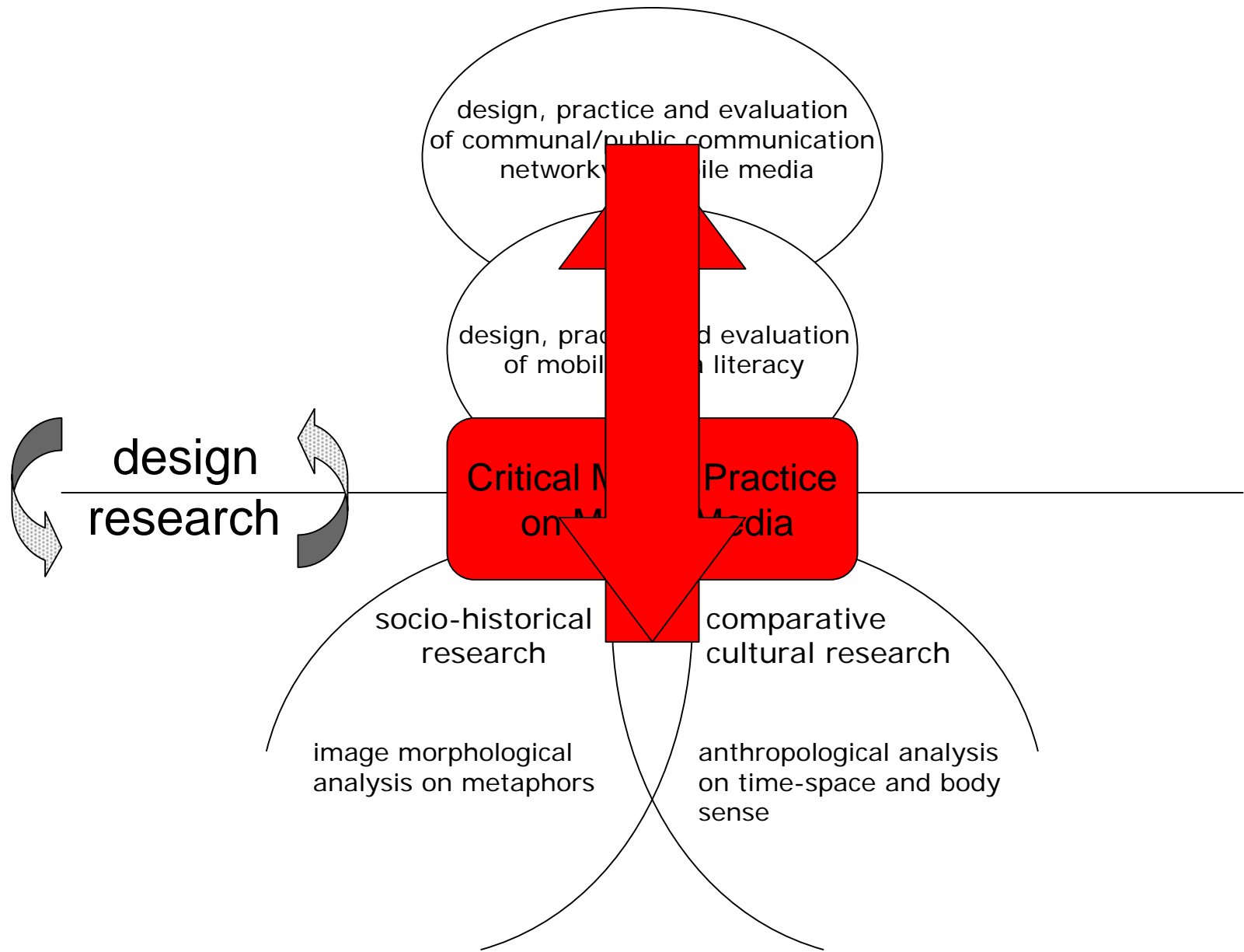
# Missions of the MoDe Project

- **Mobiling - Designing (MoDe) Project**
  - formal title: Socio-Media Studies on Designing of Mobile Media Culture and Literacy
  - granted by NTT DoCoMo Mobile Society Research Institute : Moba-Ken; totally apart from management and business activities
- **Media Studies with Design Mind**
  - = **“Critical Media Practice”**
  - connect analytical human and social scientific research and practical designing research
- **Develop Programs for Mobile Media Literacy**
  - learning materials, workshops, software, etc.
- **Key Words**
  - media studies, media literacy, information design, cultural probe, public sphere, community, critical media practice

# Social/Cultural Design of Mobile Media/Media Literacy



# Structure of the MoDe Project



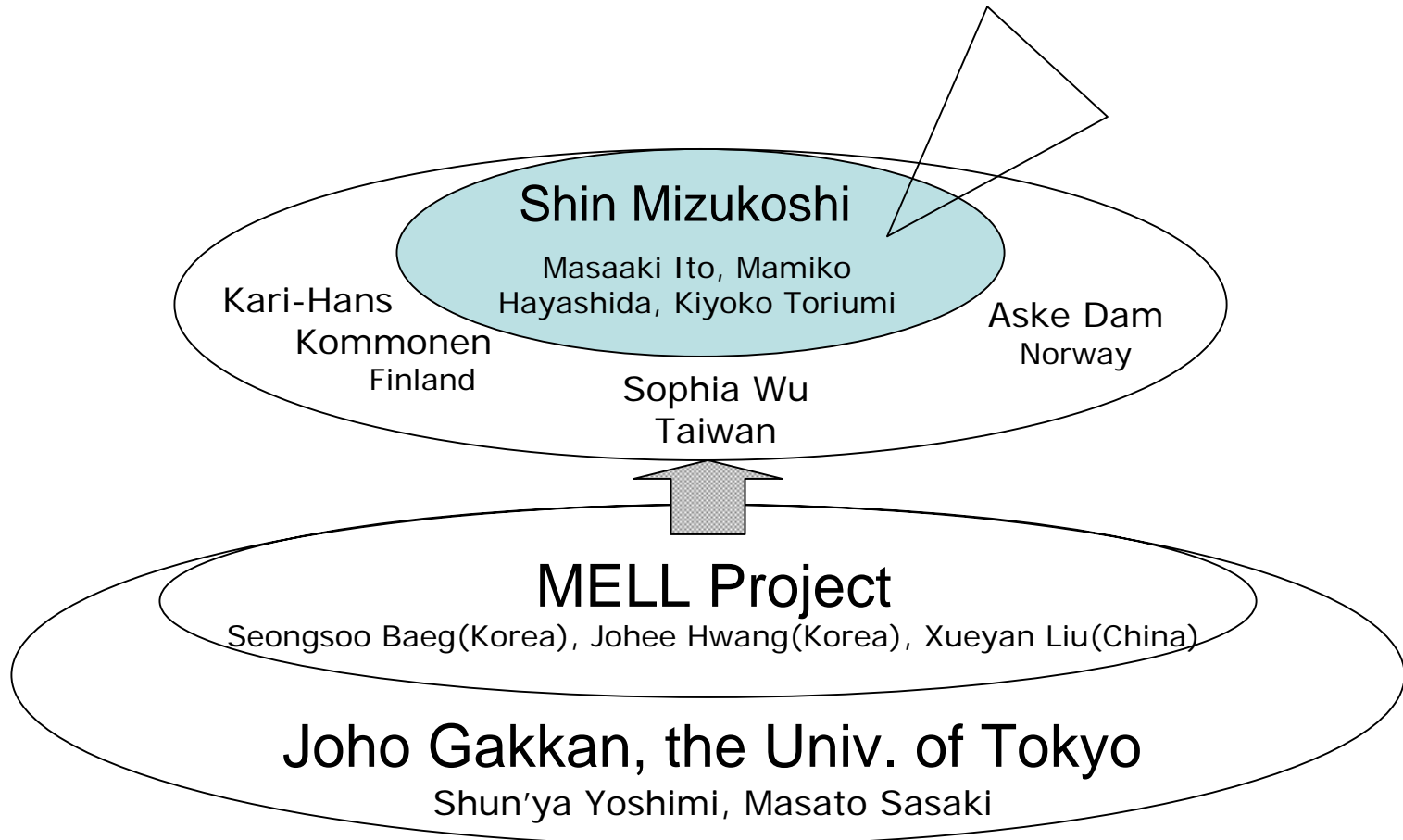
# Formation of the MoDe Project

Design Activities Group

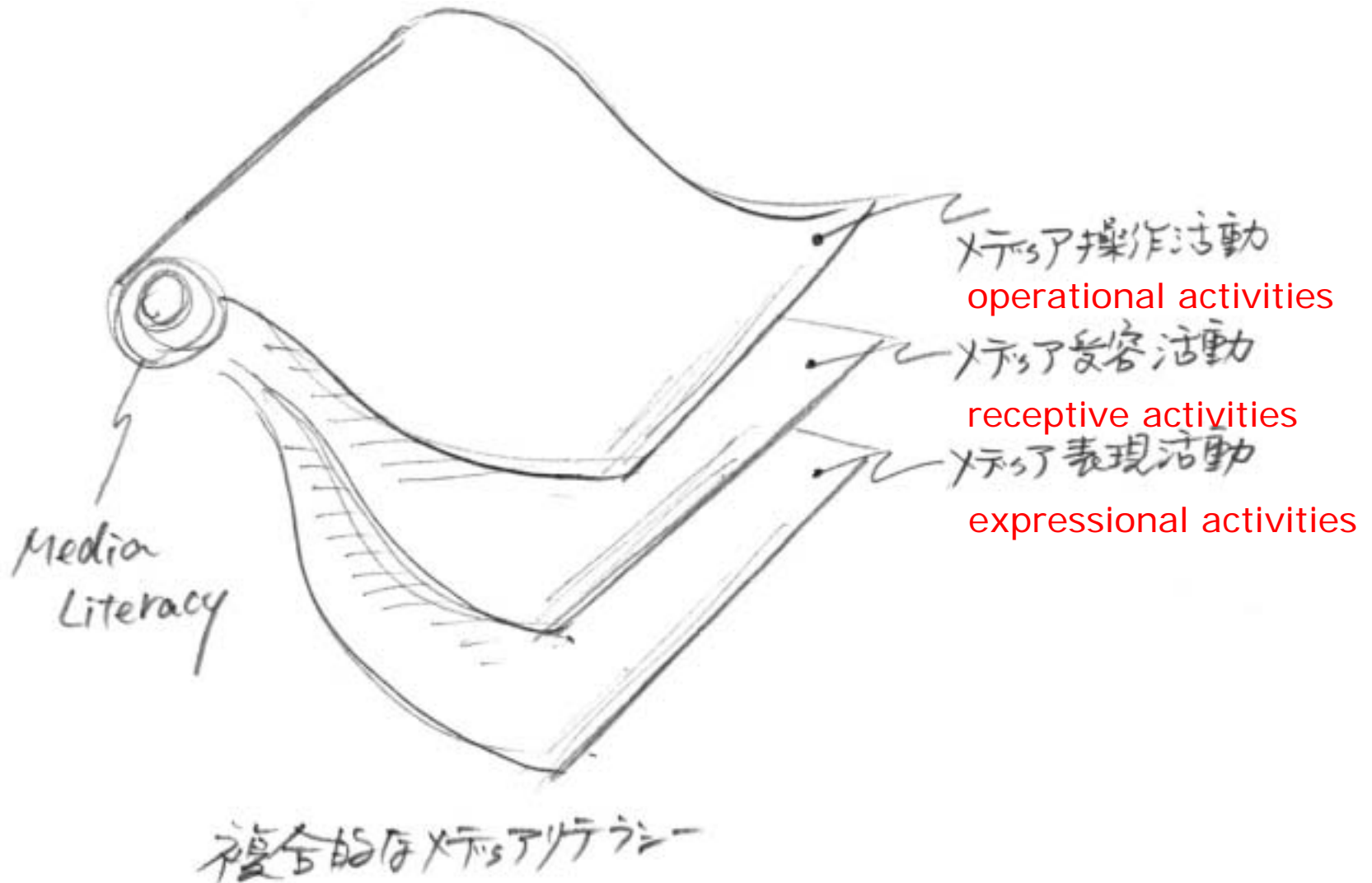
Toshihiro Anzai & Rieko Nakamura : Media Artists

Yuhei Yamauchi : iii, Information Education

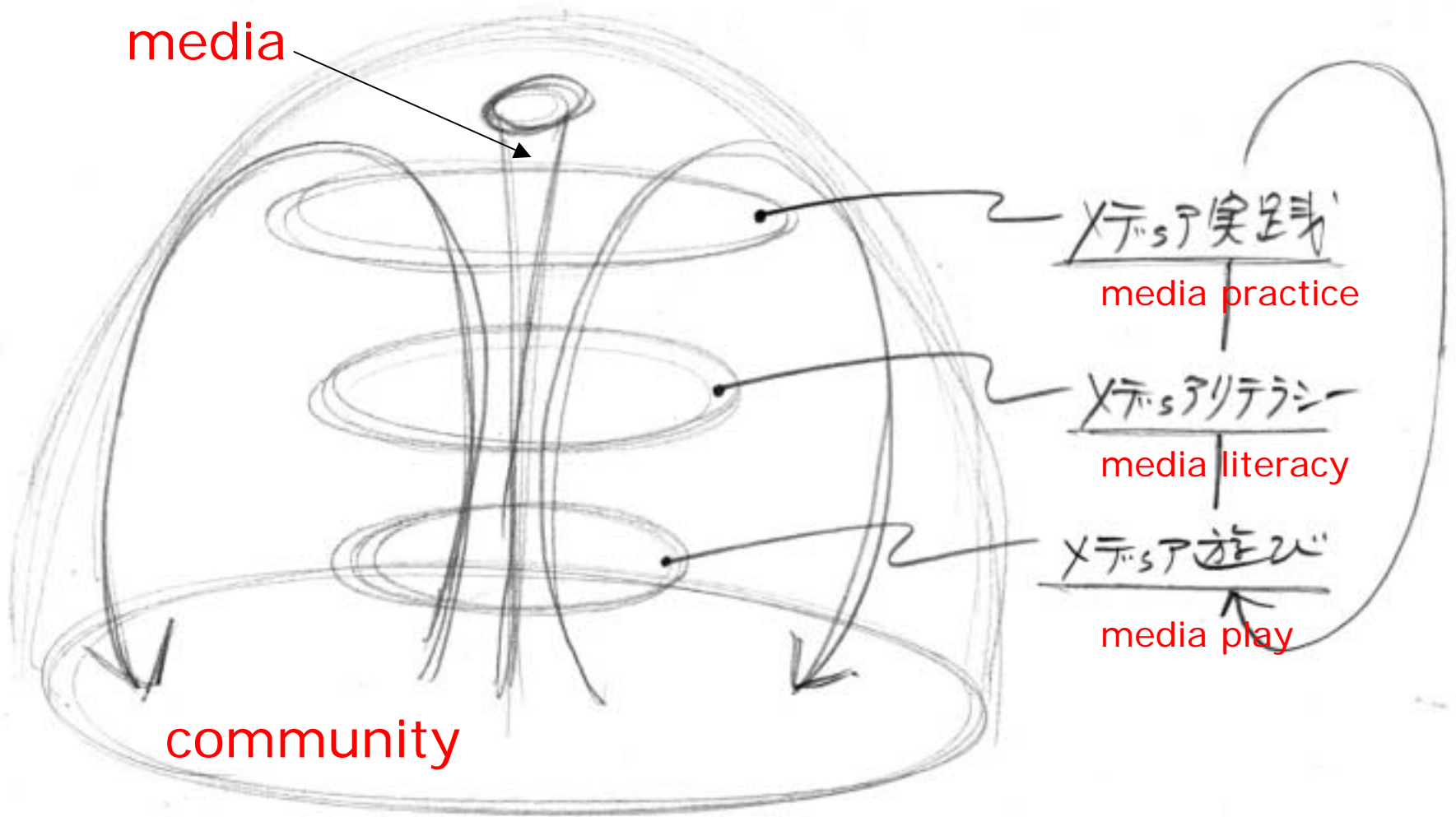
Takeshi Sunaga : Tama Art Univ., Information Design



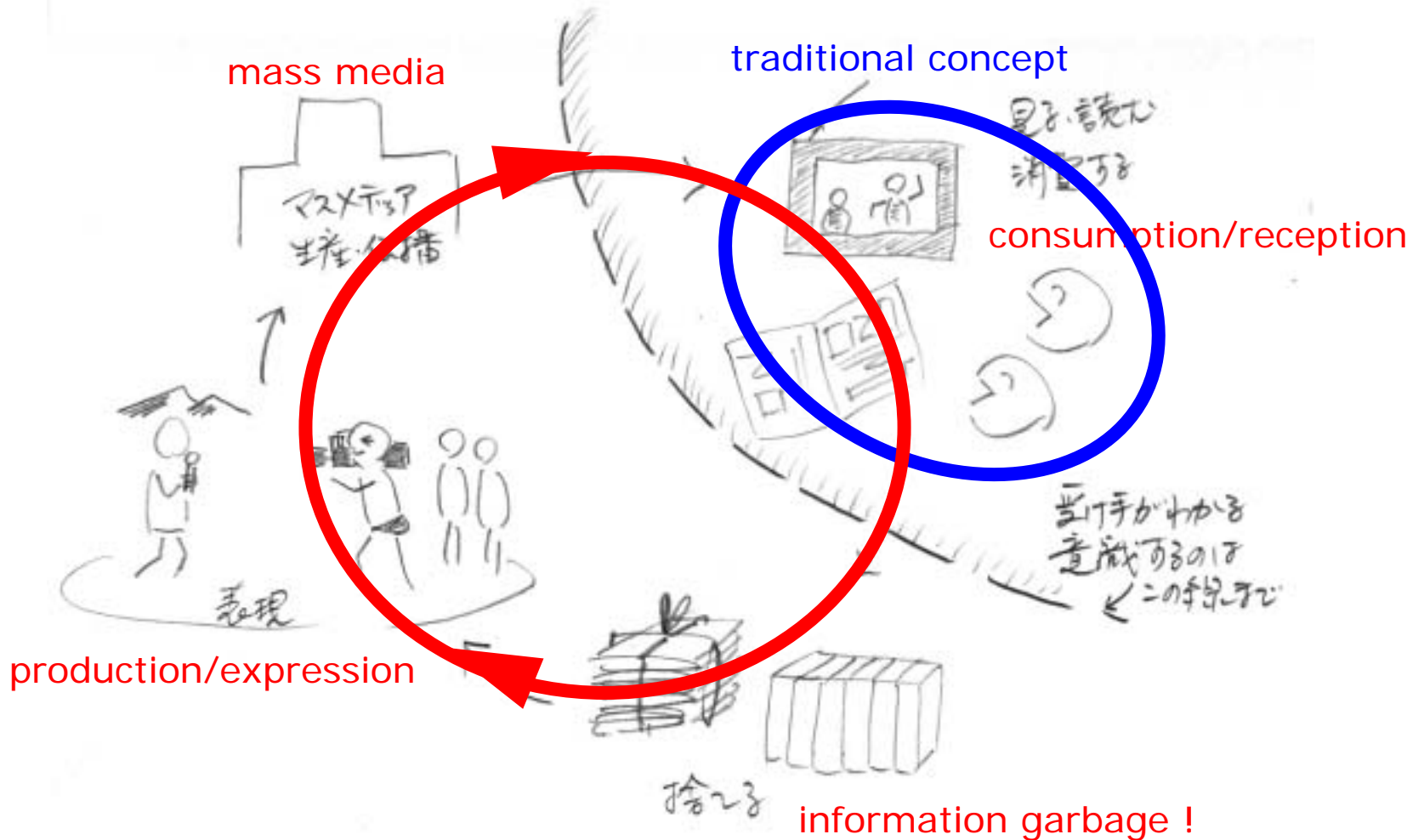
# Media Literacy as an Amalgam of Communication Activities



# Media Literacy in Communication Strata



# new concept of media literacy



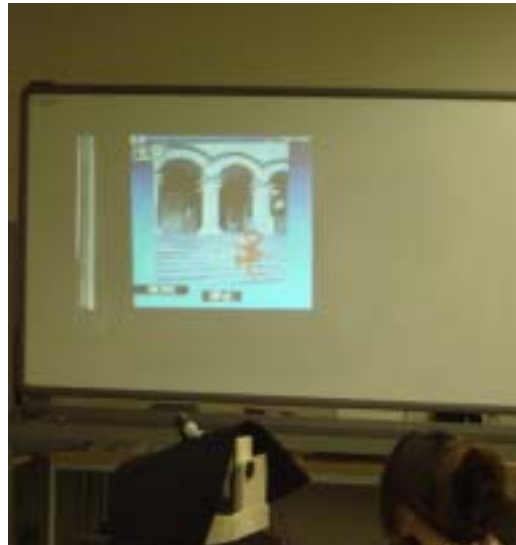
# Genealogies of Media Literacy

- traditional media literacy
  - a skill necessary to enable young audience to critically interpret contents of mass media
  - criticism of popular culture of mass media
  - cultural/political conservatism with “protectionism” of media literacy
- new concept of media literacy
  - activities for independent communication via media in an information society, and to the technologies and knowledge that support these activities

# New Dimensions of *Keitai* Literacy?

- only focused on the mass media !
  - mass media literacy: sender vs. receiver
    - an absolute ruler and the general public
  - *keitai* literacy: an automobile and the road
- fundamental aspects of media literacy
  - *keitai*, the human body, and the locations in which they interact

# Workshop “Making ‘Picture Books’ Only by Mobile Phones” 2004 Winter



# Workshop “Making ‘Picture Books’ Only by Mobile Phones” 2004 Winter



# Workshop “Performing Typical Scene of Mobile Communication in Tokyo”

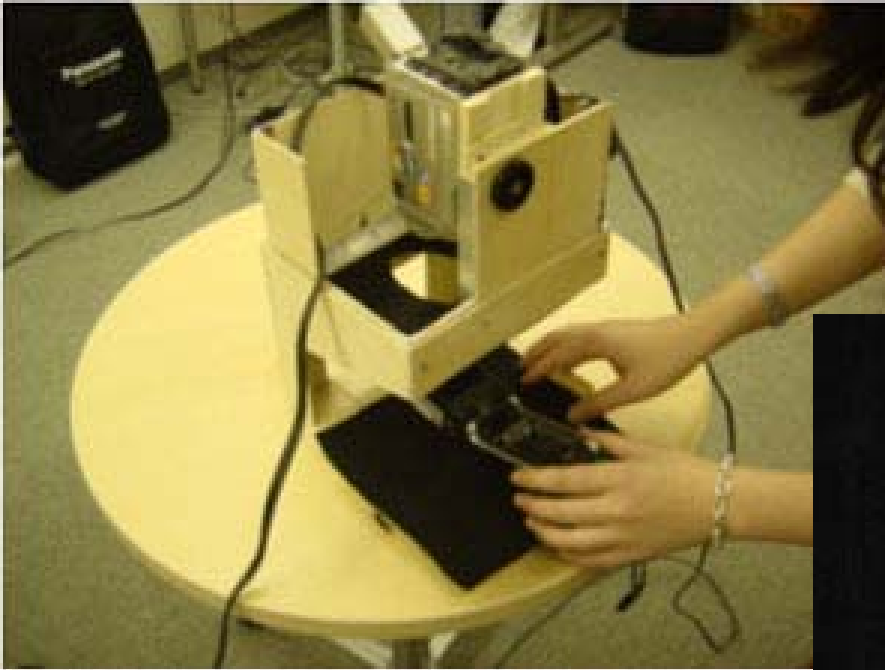


# Workshop “Performing Typical Scene of Mobile Communication in Helsinki”



# *Keitai* Bricolage

trial to design potential social form of mobile material



*keitai* projector

*keitai* videocam



# Workshop “Making a Rare Map in @@” Media Kids Camp 2004 Summer



# *Keitai* Cambrian Game

trial to design potential social form of mobile communication



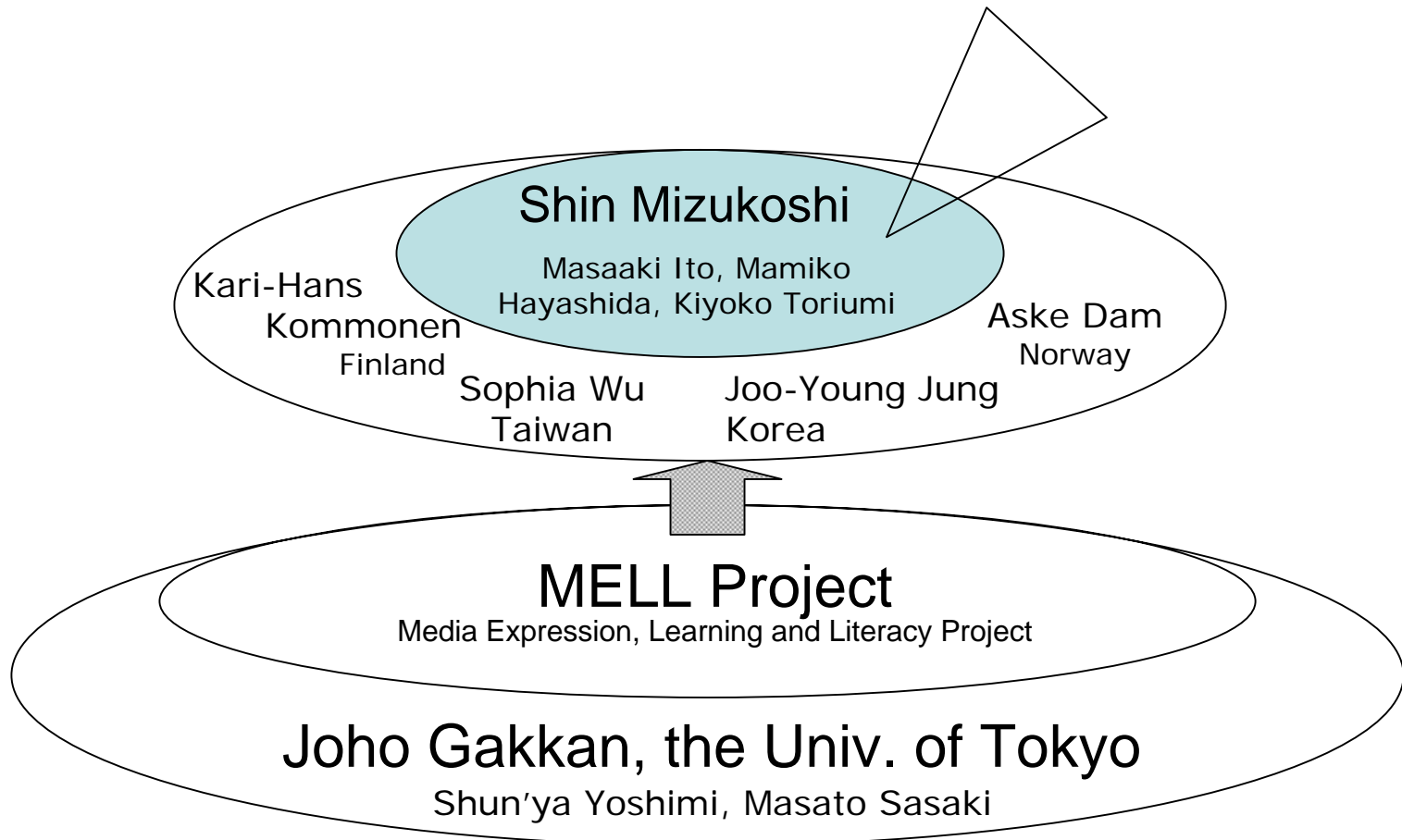
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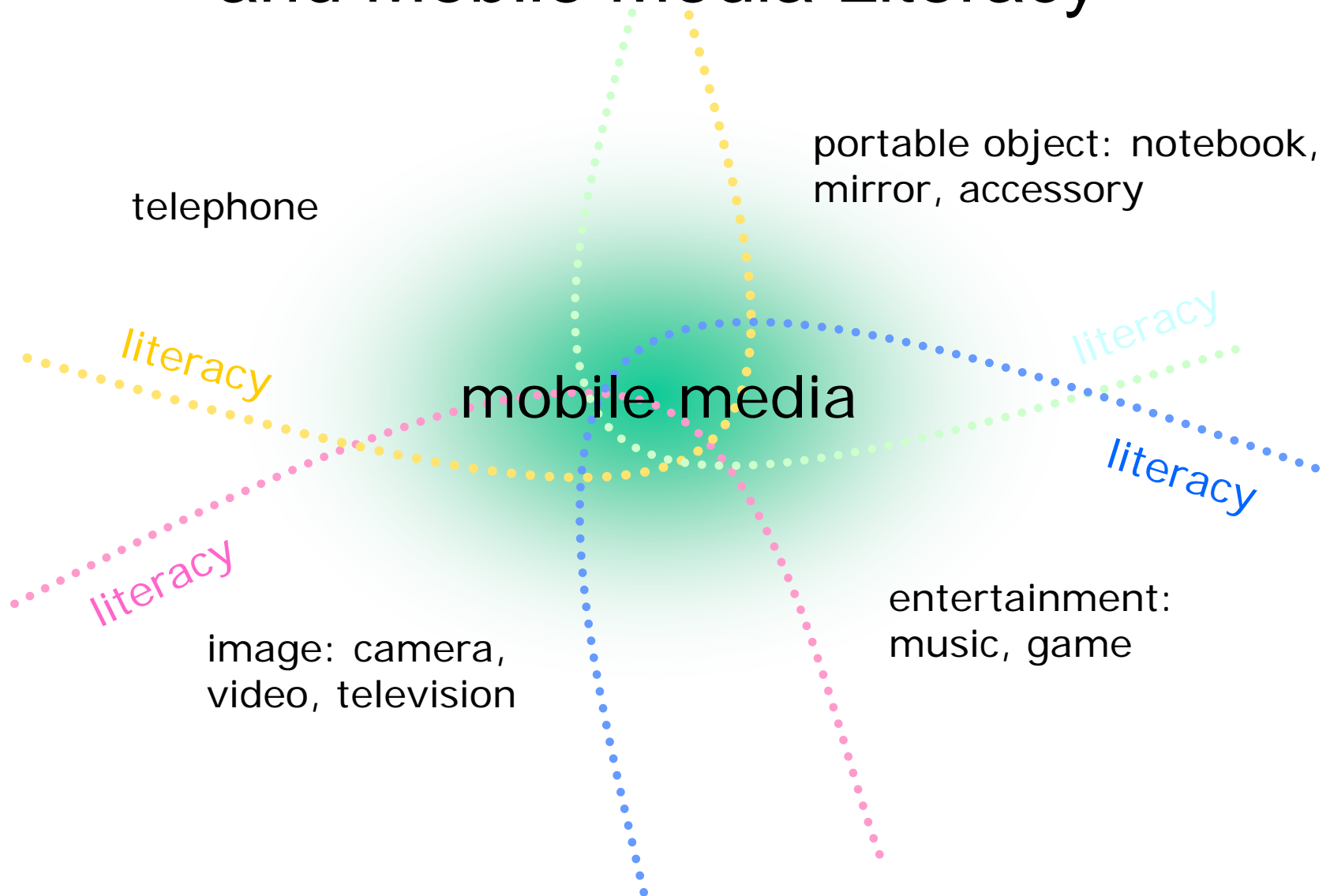
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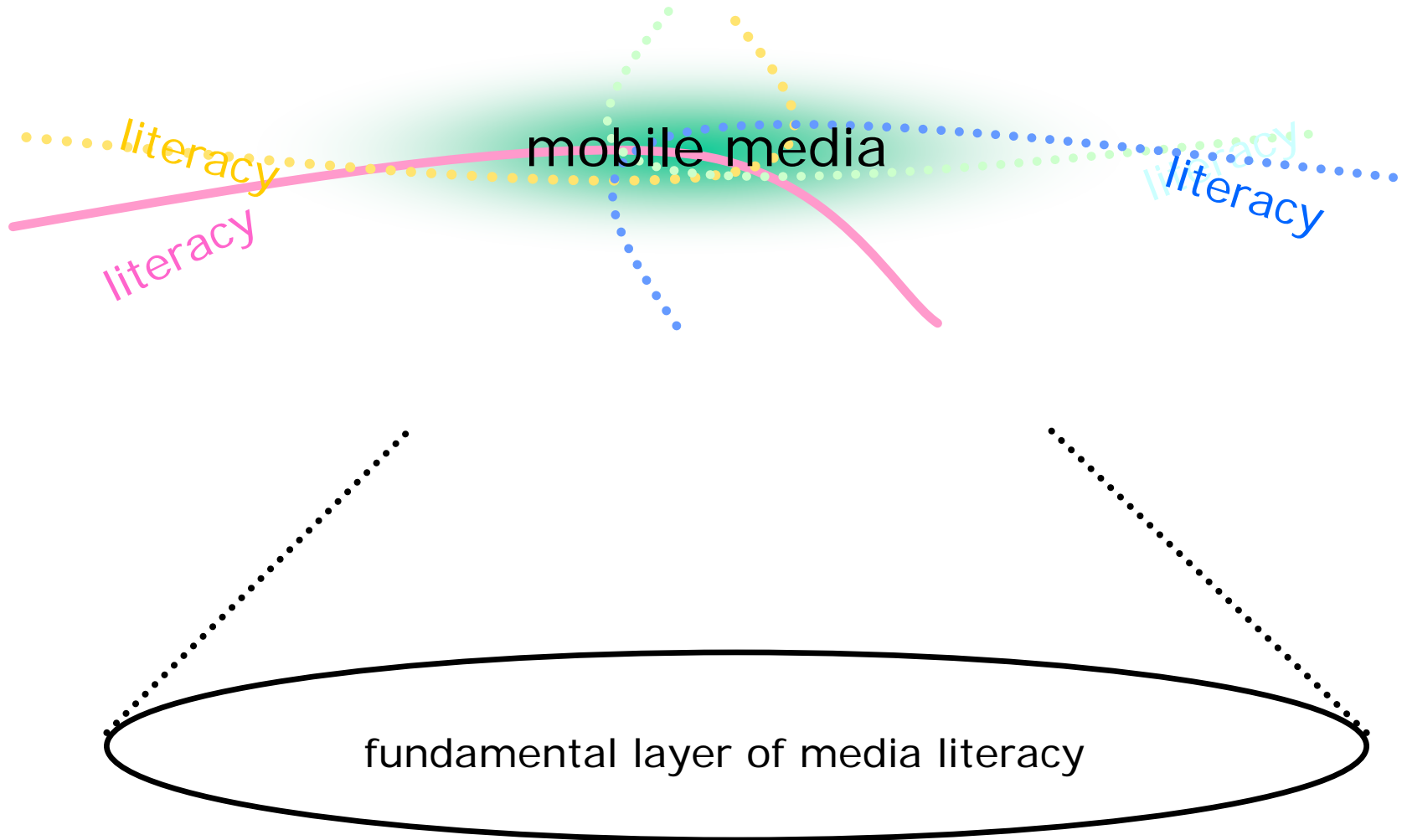
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# Conversion of Mode and Mobile Media Literacy



# Toward the fundamental Layer of Media Literacy



# Thanks a lot and Keep in touch !

- Shin
  - [shin@iii.u-tokyo.ac.jp](mailto:shin@iii.u-tokyo.ac.jp)
- Moba Ken
  - <http://www.moba-ken.jp>
- MELL Project
  - <http://mell.jp>

