

## Popular Culture in Traditional and New Literacies

New Media Literacies is the intersection between traditional and new literacies involving multi modalities and social practices with the use of text, images, and videos online which provides socially contextual learning. In the text, Alvermann takes an in depth look at the emergence of Popular Culture and New Media Literacies Studies as "... transporting young and old alike into virtual worlds where the distinction between online and offline spaces is sometimes blurred to the point that popular culture texts produced and consumed in one space for fun and relaxation often become objects of intense study and work in another. (Alvermann 2011, pg 1) Within the last decade in the 20th century, education researchers have become interested on young peoples literacies and have begun to study pop culture infused with pedagogy looking at the pros and cons of this phenomenon.

In response to the second debate: A Question of Transfer, Alvermann states "This co-existence is most evident in the research on classrooms in which the intersection of popular culture texts and traditional and new literacies has already taken place; it is less evident, however, in classroom research that questions the educational worth of popular culture texts and/or the degree to which children's and young people's informal learning with such texts is assumed in need of bridging." (Alvermann, 2011, pg. 15) I personally believe with technology being highly integrated in education it has opened up many avenues when it comes to synesthesia and digesting information in a plethora of ways. We know as educators that not all students learn the same way, so we must be creative by using different mediums to create a

# Critical Essay #1

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student centered experience. This reading had me thinking about Howard Gardner's Multiple Intelligence Theory which has helped education revolutionize how we teach and measure a students progress. It acknowledges that there are several ways of being intelligent which covers 1) Linguistic, 2) Logical, 3) Musical, 4) Spatial, 5) Kinaesthetic, 6) Interpersonal, and 7) Intrapersonal. By engaging in these participatory cultures the students become empowered, confident and relevant. Naturally they will benefit in their future employment because of the shift in the workplace being heavily online. That being said, it is important to be aware of socio economics and that not all families and schools can afford technology to support this type of education. I do believe there is a giant shift happening in the classroom and that it is important to recognize that some may fall through the cracks if not properly equipped.

This innovative use of online pedagogy is here to stay, but to what extent? Will it merely scaffold the traditional classroom setting, or will it eventually dominate? Having the ability to create a multi layered pedagogy through technology, we are able to present the content through different modes. I look forward to seeing what challenges and educational opportunities lie ahead for this generation under the influence of technology.

## Resource

Alvermann, D. E. (2011). Popular culture and literacy practices: Traditional and New Literacies. In M. L. Kamil, P. D. Pearson, E. B. Moje, & P. P. Afflerbach (Eds.), *Handbook of Reading Research: Volume IV*, pp. 541-560. New York: Routledge/Taylor & Francis Group.