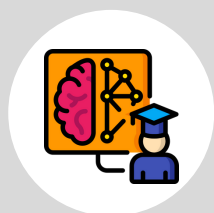# DIGITAL CREATIVITY TO TRANSFORM LEARNING: EMPOWERMENT FROM A COM-EDUCATIONAL APPROACH

Dr. Iván Sánchez-López, Mónica Bonilla-del-Río and Dr. Ismar de Oliveira Soares

INTRODUCTION

Media literacy,
in the classroom is no guarantee of success or educational innovation if it is not accompanied by changes in school organisation, curriculum and the promotion of media literacy.

Com-educational,
a series of unexplored strategies and formulas to boost narrative and media uses in training spaces, narrowing the gap identified between media uses by young people and formal education.
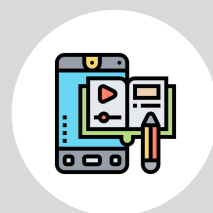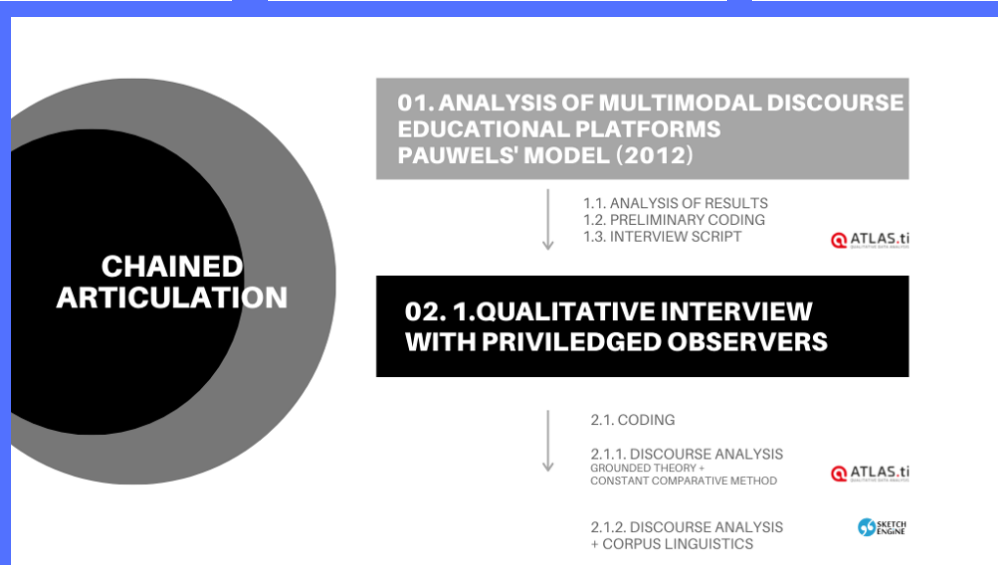
<digital media,
the purpose of this research is to describe potentials for media and narrative empowerment of young people from a com-educational perspective.

METHODOLOGY AND RESULTS

Multimodal Discourse Analysis (MDA) of com-educational web platforms

«National Film Board» de Canadá Education, «Minecraft Education», «Scratch», «Educ'Arte», «la Maleta 7 de cinema»

Interview with privileged observers
7 digital content creators and designers

CHAINED ARTICULATION

01. ANALYSIS OF MULTIMODAL DISCOURSE EDUCATIONAL PLATFORMS PAUWELS' MODEL (2012)
1.1. ANALYSIS OF RESULTS
1.2. PRELIMINARY CODING
1.3. INTERVIEW SCRIPT
ATLAS.ti

02. 1.QUALITATIVE INTERVIEW WITH PRIVILEDGED OBSERVERS

2.1. CODING
2.1.1. DISCOURSE ANALYSIS GROUNDED THEORY + CONSTANT COMPARATIVE METHOD
ATLAS.ti
2.1.2. DISCOURSE ANALYSIS + CORPUS LINGUISTICS
SKETCH ENGINE

Code "digital narrative", "mediations" and "idiosyncrasies" (ND)

Apprenticeship code (AP)

Empowerment Code (EMP)

CONCLUSIONS

The analysis of com-educational platforms frames a line of literacy development (general and media literacy in particular) that moves away from behaviourist postulates.

Resistance from the institutional culture of formal education to implementing processes linked to digital creativity in the classroom and the difficulty of digital initiatives to consolidate in schools.

The com-educational vector distances itself from the more technological approach by presenting a pedagogical model that emphasises the role of students/users and their creative media action in a community environment.

Comunicar