

## **Committee : Environmental and Media Education**

### **Our Mission**

Environmental Education : To increase students' awareness of environmental issues so as to place a premium on sustaining a healthy and pleasant environment and enhance the quality of life for this and future generations.

Media Education : To bring media literacy to every students and help them understand that media education is not just for media criticism but teaches them how to enjoy and appreciate media products.

### **Rationale**

Environmental Education : We believe that environmental awareness should start from early childhood. We should keep the students interested in current environmental issues and foster their sense of responsibility to work for a better and greener world, with a view to achieving and maintaining a high standard of environmental quality.

Media Education : We believe that, in modern society, students are surrounded and influenced by all kinds of traditional and new media. Students should be able to become aware of the impact of media messages on their daily lives. Media education – the training for media literacy skills – is for guiding them to intelligently engage with the media.

## **Long-term Plan**

### Environmental Education

1. To foster students to understand the environmental problems in Hong Kong.
2. To make students to understand environmental education is not only the teaching of knowledge, but also the building of minds and values.
3. To develop students' caring and loving hearts towards humans and nature.

### Media Education

1. To promote and advocate for media literacy education.
2. To train students to become not only smart media consumers but also informed and responsible citizens.
3. To raise the media literacy level in our school.

## **Main Emphases in 2014/15**

### Environmental Education

1. To enhance students' awareness on environmental protection education.
2. To encourage students to participate actively in internal and external environmental protection activities and competitions.
3. To train students to become active and responsible Environmental Protection Ambassadors.

### Media Education

1. To help students learn how to understand, analyze, use and monitor mass media.
2. To help students acquire the skill of critical thinking.