

the digital banal new media and american literatu Workbook

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In recent years, the landscape of media and literature has undergone a profound transformation driven by the rapid proliferation of digital technologies. The advent of digital banal new media?characterized by its everyday, often mundane, but pervasive presence?has reshaped how American literature is produced, consumed, and understood. This shift reflects broader cultural, social, and technological changes that influence narratives, authorship, reader engagement, and the very fabric of literary expression. Understanding this phenomenon requires an exploration of the nature of digital banal new media, its implications for American literature, and the ways in which contemporary writers and audiences navigate this new digital terrain.

The Rise of Digital Banal New Media: An Overview

Defining Digital Banal New Media

Digital banal new media refers to the everyday digital platforms and tools that facilitate routine communication and interaction?such as social media, blogs, messaging apps, and user-generated content?that often appear mundane but are integral to modern life. Unlike traditional media, which aimed for grandeur or significant cultural impact, banal new media emphasizes the ordinary, the trivial, and the repetitive aspects of digital communication.

Characteristics of Digital Banal New Media

- Ubiquity: These media are present in almost every aspect of daily life.
- Simplicity: Content often comprises short, informal, and unpolished messages.
- Interactivity: Users are both consumers and creators, blurring the lines between author and audience.
- Repetitiveness: Routine updates, memes, and viral content foster a cycle of repetition.
- Accessibility: Low barriers to entry allow diverse participation across social classes and demographics.

Cultural Significance

While often dismissed as trivial, digital banal new media plays a critical role in shaping contemporary

cultural norms and narratives. Its omnipresence influences identity formation, social relationships, and even political discourse, making it a powerful force in American society.

Impact of Digital Banal New Media on American Literature

Transformation of Literary Production

Democratization of Writing and Publishing

Digital banal new media has lowered barriers for aspiring writers, enabling anyone with internet access to publish their work. Platforms such as blogs, social media, and self-publishing sites have democratized the literary landscape.

Key points:

- Increased diversity of voices and narratives.
- Emergence of micro-literature, such as Twitter stories or Instagram poetry.
- Fragmentation of traditional publishing models.

New Forms of Literary Expression

Contemporary American writers are increasingly experimenting with digital formats, blending text, images, and multimedia to create hybrid literary works.

Examples include:

- Digital poetry incorporating gifs and interactive elements.
- Hypertext fiction allowing nonlinear storytelling.
- Collaborative writing projects enabled by online platforms.

Influence on Reading Habits and Literary Engagement

Shifting Attention Spans

The repetitive and ephemeral nature of banal new media cultivates shorter attention spans, influencing how literature is read and appreciated.

Increased Interactivity and Engagement

Readers now participate actively in the lifecycle of texts?sharing, commenting, remixing?thus transforming passive consumption into active engagement.

The Rise of Digital Communities

Online forums and social media groups foster communities around specific genres or authors, promoting collective interpretation and discussion.

Thematic Shifts in Contemporary American Literature

Authors are responding to the digital banal landscape by exploring themes such as:

- Digital Identity and Self-Representation: How online personas shape personal narratives.
- Surveillance and Privacy: The erosion of privacy in a digital age.
- Memory and Nostalgia: The interplay between digital records and human memory.
- Mundanity and the Everyday: Celebrating the trivial or routine moments as literary motifs.

Challenges and Critiques

Superficiality and Ephemerality

Critics argue that the focus on quick, easily digestible content fosters superficiality, reducing literary depth and complexity.

Digital Divide and Inequality

Access to digital platforms remains unequal, potentially marginalizing voices and perspectives that don't have technological means.

Preservation and Archiving

The transient nature of digital banal new media raises concerns about preserving digital artifacts for future scholarly analysis.

Future Directions for American Literature in the Digital Age

Integration of Digital Media

Writers and publishers are increasingly incorporating multimedia elements and interactive formats into literary works.

Emphasis on Participatory Culture

Literature is becoming more collaborative, with readers contributing to the evolution of texts.

Embracing Digital Banalities

Recognizing the value of mundane digital interactions as legitimate material for literary exploration and critique.

Ethical Considerations

Addressing issues related to digital privacy, consent, and the ethical use of online content in literary contexts.

Conclusion

The digital banal new media has profoundly influenced American literature, challenging traditional notions of authorship, readership, and literary form. While it introduces new opportunities for democratization and innovation, it also presents challenges that require critical engagement. As digital platforms continue to evolve, their integration into literary culture will likely deepen, shaping the future landscape of American literature in ways that reflect the complexities and banalities of contemporary digital life.

Keywords: digital banal new media, American literature, digital transformation, online publishing, multimedia literature, digital culture, contemporary American writers, digital identity, interactivity in literature, digital communities

The Digital Banal New Media and American Literature: Exploring the Intersection of Everyday Technology and Literary Expression

In an era where digital technology pervades every aspect of daily life, the concept of the digital banal new media has emerged as a compelling lens through which to examine contemporary American literature. This convergence of commonplace digital practices—social media posts, memes, instant messaging, and other forms of everyday digital communication—has transformed the landscape of literary production and consumption. Understanding how these banal, yet pervasive, media forms influence American literary narratives offers insight into how writers adapt to and critique a digitally saturated culture.

Understanding the Digital Banal New Media

What Is Digital Banal New Media?

Digital banal new media refers to the seemingly trivial, everyday digital content that becomes normalized within our cultural fabric. Unlike traditional high art or avant-garde media, banal new media includes:

- Social media updates
- Text messages
- Memes
- GIFs
- Short-form videos
- User-generated content

These forms are characterized by their accessibility, immediacy, and often humorous or mundane nature. Despite their apparent simplicity, they have profound implications for how individuals and communities communicate, construct identities, and engage with cultural narratives.

The Banal as a Cultural Force

The term "banal" here is borrowed from the cultural theorist Walter Benjamin and later expanded by Michael Taussig, emphasizing the ordinary as a site of cultural significance. In digital contexts, banal media becomes a site where everyday life is curated, shared, and consumed. Its omnipresence reinforces a shared digital culture, influencing language, humor, and social norms.

The Role of New Media in Shaping American Literature

From Print to Pixels: The Evolution of Literary Forms

American literature has historically reflected its cultural moments, from the transcendentalism of Thoreau to the beat poetry of Ginsberg. The rise of digital banal new media introduces new dimensions:

- Fragmentation of Narrative: Short, disconnected snippets mirror social media feeds.
- Interactivity: Readers become participants, remixing texts or engaging via comments.
- Multimodality: Integration of images, videos, and hyperlinks alongside text.

How New Media Influences Literary Themes and Styles

Contemporary American writers increasingly incorporate digital banal media into their work, either as thematic elements or structural devices. This manifests in:

- Digital dialogues: Characters communicate via texts or social media, blurring the line between literature and digital communication.
- Mimicry of digital language: Use of slang, abbreviations, emojis, and memes to reflect authentic digital speech.
- Reflections on digital culture: Narratives that critique or satire the pervasive influence of social media and digital communication.

Key Features of Digital Banal New Media in American Literature

- Mimicry and Appropriation

Authors often imitate digital media styles to evoke authenticity or critique cultural trends. Examples include:

- Incorporating social media posts as narrative devices.
- Using meme culture to comment on identity and politics.
- Reproducing the fragmented, rapid pace of digital communication.

- Interactivity and Hypertextuality

Digital banal media's interactive potential influences literary forms through:

- Hyperlinked texts that allow readers to explore additional content.
- Interactive narratives that adapt based on reader choices.
- Transmedia storytelling across multiple digital platforms.

- Ephemerality and Meme Culture

Memes and fleeting digital content challenge notions of permanence in literature:

- Short-lived digital texts that comment on transient culture.
- Use of viral memes to explore collective identity and social commentary.

- Democratization of Content Creation

The accessibility of digital media democratizes literary production:

- Self-published blogs, Twitter threads, TikTok poetry.
- Emergence of new voices outside traditional publishing channels.
- Grassroots narratives reflecting diverse American experiences.

Case Studies of Digital Banal Media in American Literature

a) Digital Epistolary Novels

Modern novels often adopt epistolary formats using digital communication modes:

- Letters via email or chat logs.
- Social media profiles as character monologues.
- Example: *The Likeness* by Tana French incorporates digital correspondence.

b) Meme Literature and Cultural Critique

Writers utilize meme culture to critique or parody societal issues:

- Incorporating meme formats into poetry or fiction.
- Memes as symbols of cultural identity or resistance.
- Example: Literary authors embedding memes in social commentary.

c) Social Media as Narrative Space

Some contemporary works are designed as social media stories or accounts:

- Twitter-based novels or narratives.
- Instagram storytelling projects.
- These forms reflect the digital banal culture's influence on storytelling.

Theoretical Perspectives on Digital Banal New Media and Literature

Walter Benjamin and the Aura of the Digital

Benjamin's concept of aura—the unique presence of a work of art—raises questions in the digital

realm. The reproducibility and immediacy of banal digital media challenge traditional notions of authenticity and originality in literature.

Jean Baudrillard and Simulacra

Baudrillard's idea of simulacra—copies without an original—resonates with digital content that blurs reality and simulation, influencing how stories are constructed and perceived.

Media Theory and Cultural Studies

- Recognize digital banal media as a cultural archive of everyday life.
- Examine how digital content shapes collective memory and identity.

Challenges and Opportunities for American Writers

Challenges

- Navigating authenticity in an era of curated digital personas.
- Maintaining depth amid rapid, fragmented digital consumption.
- Addressing issues of digital literacy and access.

Opportunities

- Experimenting with multimodal storytelling.
- Engaging diverse audiences through digital platforms.
- Critiquing digital culture from within or outside the medium.

Future Directions: The Digital Banal and American Literature

Emerging Trends

- Increased use of AI and machine-generated content.
- Virtual reality storytelling intertwined with banal digital practices.
- Cross-platform narratives that blur boundaries between media.

Implications for Literary Scholarship

- Reconsideration of canon and literary value.
- Development of new methods for analyzing digital texts.
- Emphasis on participatory and community-based literary practices.

Conclusion

The digital banal new media has profoundly reshaped the landscape of American literature, transforming traditional narratives into dynamic, participatory, and multimedia experiences. As everyday digital practices become embedded in cultural consciousness, writers continue to explore and critique this digital banal landscape, reflecting its complexities and contradictions. Embracing these forms not only expands the possibilities of storytelling but also challenges us to reconsider notions of authenticity, memory, and community in the digital age. For scholars, writers, and readers alike, the intersection of banal new media and American literature opens a fertile ground for innovation, reflection, and cultural critique?highlighting how the mundane becomes meaningful in the digital era.

Question Answer How has the rise of digital media influenced contemporary American literature? Digital media has expanded the boundaries of American literature by introducing new forms such as hypertext, multimedia narratives, and social media storytelling, allowing writers to experiment with form, reach wider audiences, and reflect on digital culture's impact on identity and society. What is meant by 'the digital banal' in the context of new media and American literature? 'The digital banal' refers to the everyday, often mundane, aspects of digital life that are increasingly embedded in American literature, highlighting how routine digital interactions and media consumption shape modern identities and cultural expressions. In what ways does new media contribute to the democratization of American literary production? New media platforms like blogs, social media, and self-publishing sites enable diverse voices to produce and share literature without traditional gatekeepers, fostering greater inclusivity and expanding the landscape of American literary voices. How do themes of authenticity and identity manifest in American literature influenced by digital media? Digital media's pervasive presence prompts American writers to explore authenticity and identity through online personas, virtual communities, and digital self-representation, often questioning notions of reality and selfhood in the digital age. What role do social media platforms play in shaping contemporary themes in American literature? Social media platforms serve as both inspiration and setting for contemporary American literature, providing material for narratives centered on digital culture, social activism, political discourse, and the fluidity of modern identity.

Related keywords: digital media, American literature, new media, digital culture, media studies, contemporary literature, technology and literature, digital storytelling, media criticism, cultural studies

Digital citizenship in schools

Digital Citizenship in Schools has become an essential aspect of modern education as technology continues to permeate every facet of students' lives. As digital tools and online platforms become integral to learning, it is crucial for schools to foster responsible, ethical, and safe online behaviors among students. Implementing comprehensive digital citizenship programs helps students navigate the digital world confidently, ethically, and securely. This article explores the importance of digital citizenship in schools, key components of effective programs, strategies for integration, and the benefits of cultivating responsible digital citizens.

Understanding Digital Citizenship in Schools

Digital citizenship in schools refers to the responsible and appropriate use of technology by students and staff. It encompasses the skills, behaviors, and attitudes necessary to engage safely, ethically, and effectively in digital environments. As students increasingly rely on the internet, social media, and digital tools for communication, collaboration, and learning, guiding them to become good digital citizens is more important than ever.

Good digital citizenship involves more than just knowing how to use technology; it requires understanding how to interact respectfully online, protect personal information, and recognize digital rights and responsibilities. Schools serve as the ideal environment to teach these principles, ensuring students develop the competencies needed to thrive in a digital world.

Key Components of Digital Citizenship in Schools

A comprehensive digital citizenship program typically covers several core areas to prepare students for responsible online engagement. These components include:

1. Digital Literacy

Digital literacy involves the ability to find, evaluate, and use digital information effectively. It ensures students can discern credible sources from misinformation and understand how digital content is created and shared.

2. Digital Etiquette

This component emphasizes respectful online communication, appropriate behavior, and understanding the impact of words and actions in digital spaces. Teaching students to maintain civility online helps prevent cyberbullying and fosters positive interactions.

3. Digital Safety and Security

Students need to learn how to protect their personal information, recognize online threats, and

practice safe browsing habits. This includes understanding privacy settings, strong password creation, and recognizing scams or malicious content.

4. Digital Rights and Responsibilities

Understanding the rights associated with digital participation, such as freedom of expression, alongside responsibilities like respecting others' rights, is vital for ethical online behavior.

5. Digital Law

Students should be aware of legal issues related to digital content, including copyright, plagiarism, and responsible sharing of information.

6. Digital Health and Well-being

Promoting a healthy relationship with technology involves addressing issues like screen time, digital addiction, and the importance of balancing online and offline activities.

Strategies for Implementing Digital Citizenship in Schools

Effective integration of digital citizenship into school curricula requires strategic planning and active engagement. Here are some proven strategies:

1. Incorporate Digital Citizenship into Existing Curriculum

Rather than treating digital citizenship as an isolated subject, embed its principles across subjects such as language arts, social studies, and technology classes. This approach reinforces responsible behaviors in various contexts.

2. Use Age-Appropriate Resources and Activities

Tailor lessons and activities to the developmental level of students. For younger students, focus on basic concepts like online safety and respectful communication. Older students can explore complex topics like digital law and digital footprint management.

3. Foster a Culture of Digital Responsibility

Create school-wide policies and norms that promote responsible digital use. Encourage open discussions about online experiences and establish clear rules for technology use within the school.

4. Provide Professional Development for Educators

Equip teachers with the knowledge and tools to teach digital citizenship effectively. Ongoing training helps educators stay current with emerging digital challenges and best practices.

5. Engage Parents and Guardians

Involve families in digital citizenship education through workshops, newsletters, and resources. Parental support reinforces responsible online behaviors at home.

6. Leverage Technology and Digital Tools

Use digital platforms, simulations, and interactive modules to teach responsible online behavior. For example, online scenarios can help students practice decision-making in a safe environment.

Best Practices for Teaching Digital Citizenship

Implementing digital citizenship education effectively involves adopting best practices that resonate with students and educators alike:

- **Model responsible behavior:** Teachers and staff should exemplify good digital habits, demonstrating respect, safety, and integrity online.
- **Create an inclusive environment:** Address diverse perspectives and promote respectful dialogue about digital issues.
- **Encourage critical thinking:** Challenge students to analyze digital content and question the credibility and intent behind online information.
- **Facilitate student-led initiatives:** Empower students to develop campaigns or projects that promote digital responsibility within the school community.
- **Regularly review policies:** Keep digital use policies up-to-date and ensure they align with evolving digital landscapes and legal standards.

Benefits of Promoting Digital Citizenship in Schools

Integrating digital citizenship education yields numerous benefits for students, educators, and the wider school community:

1. Enhanced Safety and Security

Students are better equipped to recognize online threats, protect their privacy, and avoid cyberbullying or scams.

2. Improved Academic Integrity

Understanding digital law and ethics encourages honest research practices and respect for intellectual property.

3. Responsible Digital Footprint

Students learn to manage their online presence, which can impact future educational and career opportunities.

4. Development of Critical Thinking Skills

Evaluating online content fosters analytical skills necessary to navigate the vast digital information landscape.

5. Fostering Respect and Empathy

Emphasizing digital etiquette promotes kindness and understanding in online interactions, reducing instances of harassment.

6. Preparation for the Digital Workforce

Digital citizenship skills are essential for success in the modern workplace, where digital communication and collaboration are standard.

The Future of Digital Citizenship in Education

As technology continues to evolve rapidly, the concept of digital citizenship must adapt accordingly. Emerging trends include:

- **Integration of Artificial Intelligence (AI):** Educating students about AI ethics and responsible use of emerging technologies.
- **Focus on Digital Equity:** Ensuring all students have equal access to digital tools and resources, addressing the digital divide.
- **Cybersecurity Education:** Preparing students to understand and respond to cybersecurity threats.
- **Global Digital Citizenship:** Promoting awareness of global digital issues like online human rights and digital diplomacy.

In conclusion, **digital citizenship in schools** is a foundational element of modern education that prepares students to participate responsibly in an increasingly digital world. By embedding digital citizenship into curricula, fostering a culture of respect and responsibility, and equipping students

with critical digital skills, schools can ensure that young learners become ethical, safe, and competent digital citizens. As technology continues to advance, ongoing efforts to promote digital literacy, safety, and ethics will remain essential in shaping a responsible digital society for future generations.

Digital citizenship in schools has become an increasingly critical aspect of modern education as students navigate an interconnected digital world daily. As technology continues to evolve and integrate into classroom settings, fostering responsible, ethical, and safe digital behaviors among students is paramount. Digital citizenship encompasses the skills, knowledge, and attitudes necessary to participate effectively and responsibly in the digital environment. Schools play a vital role in guiding students to become not only proficient users of technology but also conscientious digital citizens who understand the implications of their online actions.

Understanding Digital Citizenship in Education

Digital citizenship refers to the responsible and appropriate use of technology by individuals in digital spaces. In an educational context, it involves teaching students how to access, evaluate, create, and communicate information safely and ethically. The concept extends beyond mere technical skills to include understanding digital rights and responsibilities, online etiquette, and the impact of digital footprints.

Key components of digital citizenship include:

- Digital literacy
- Online safety and security
- Digital ethics and etiquette
- Digital rights and responsibilities
- Critical thinking and media literacy
- Privacy management
- Cyberbullying prevention

Implementing effective digital citizenship in schools aims to prepare students to become responsible digital consumers and creators, capable of contributing positively to online communities.

Importance of Digital Citizenship in Schools

The significance of integrating digital citizenship into school curricula cannot be overstated, especially given the pervasive presence of technology in students' lives. The benefits include:

- Promoting Safe Online Behavior: Educating students about cyber threats, scams, and privacy issues reduces their vulnerability.
- Encouraging Ethical Use of Technology: Students learn to respect others' rights, avoid plagiarism, and practice honesty online.
- Enhancing Digital Literacy: Critical evaluation of online information helps students discern credible sources from misinformation.
- Preventing Cyberbullying: Awareness and intervention strategies foster a respectful digital environment.
- Preparing for Future Careers: Digital skills and responsible online conduct are essential in the modern workforce.

Conversely, neglecting digital citizenship education can lead to increased instances of cyberbullying, digital misconduct, and unsafe online practices among students.

Implementation Strategies for Digital Citizenship in Schools

To effectively integrate digital citizenship, schools need comprehensive strategies that involve curriculum development, teacher training, student engagement, and community involvement.

Curriculum Integration

Embedding digital citizenship topics across various subjects ensures continuous reinforcement. Examples include:

- Incorporating media literacy lessons in language arts.
- Discussing ethical considerations in technology classes.
- Addressing privacy and security in computer science courses.

Teacher Training and Professional Development

Teachers require ongoing training to:

- Stay current with emerging digital trends and threats.
- Learn effective methods to teach digital citizenship.
- Model responsible digital behavior themselves.

Student Engagement and Active Learning

Interactive activities such as role-playing, debates, and digital projects help students internalize

responsible behaviors. For example:

- Creating digital posters on online etiquette.
- Conducting peer-led workshops on cyberbullying prevention.

Parental and Community Involvement

Engaging parents through workshops and communication channels ensures consistency between school and home environments. Community partnerships can also support digital literacy initiatives.

Features of Effective Digital Citizenship Programs

An impactful digital citizenship program should possess several key features:

- Age-appropriate Content: Tailoring lessons to suit different developmental stages.
- Real-world Relevance: Using current examples and scenarios students can relate to.
- Interactive and Experiential Learning: Promoting active participation rather than passive consumption.
- Ongoing Assessment: Regular evaluations to measure understanding and application.
- Inclusivity: Addressing diverse student backgrounds and needs.
- Alignment with Policies: Ensuring consistency with school codes of conduct and legal requirements.

Challenges in Promoting Digital Citizenship in Schools

Despite its importance, several challenges hinder the effective implementation of digital citizenship initiatives:

- Resource Constraints: Limited access to devices, reliable internet, or training hampers program delivery.
- Rapid Technology Evolution: Keeping curriculum content current with new platforms and threats is difficult.
- Varying Digital Skills: Students' differing levels of digital literacy require differentiated instruction.
- Teacher Preparedness: Not all educators feel confident teaching digital citizenship topics.
- Cultural and Policy Barriers: Diverse cultural attitudes towards online behavior and institutional policies can complicate efforts.

Addressing these challenges requires strategic planning, investment, and a collaborative approach among stakeholders.

Pros and Cons of Digital Citizenship Education

Pros:

- Prepares students for responsible digital participation.
- Reduces incidences of cyberbullying, scams, and privacy violations.
- Fosters critical thinking and media literacy skills.
- Builds a positive digital reputation and online presence.
- Encourages ethical decision-making in digital contexts.

Cons:

- Requires ongoing resources, training, and curriculum development.
- Potentially clashes with existing policies or cultural norms.
- May be overlooked amid other academic priorities.
- Students may still encounter online risks despite education.
- Difficult to measure the direct impact of digital citizenship programs.

Future Trends and Innovations in Digital Citizenship

As technology advances, digital citizenship education must evolve. Emerging trends include:

- Integration of Artificial Intelligence and Virtual Reality: Using immersive experiences to teach online safety and ethics.
- Personalized Learning Platforms: Adaptive modules tailored to individual student needs.
- Gamification: Engaging students through game-based scenarios simulating real-world digital dilemmas.
- Global Collaboration: Connecting students worldwide to promote cross-cultural understanding and responsible digital engagement.
- Policy Development: Creating comprehensive policies that address new digital platforms and threats.

Innovative tools and pedagogies aim to make digital citizenship education more engaging, relevant, and effective.

Conclusion

Digital citizenship in schools is a vital component of modern education that equips students with the skills and attitudes necessary to thrive safely and ethically in a digital world. While challenges exist, the benefits of fostering responsible digital behaviors—such as safer online environments, improved media literacy, and ethical digital engagement—far outweigh the difficulties. Schools must adopt comprehensive, adaptable, and inclusive strategies to embed digital citizenship into their curricula, ensuring students are prepared to navigate the complexities of the digital age confidently. As technology continues to evolve, so too must our approaches to teaching responsible digital participation, making digital citizenship an ongoing priority in educational institutions worldwide.

QuestionAnswer What is digital citizenship in schools? Digital citizenship in schools refers to the responsible use of technology by students and staff, encompassing online safety, digital literacy, ethics, and respectful online behavior to create a positive digital environment. Why is teaching digital citizenship important in education? Teaching digital citizenship helps students develop critical thinking skills, safe online habits, and ethical behavior, preparing them to navigate the digital world responsibly and avoid risks like cyberbullying and misinformation. What are some key components of digital citizenship curricula? Key components include digital literacy, online safety and security, digital etiquette, cyberbullying prevention, privacy management, and understanding digital footprints. How can schools effectively implement digital citizenship programs? Schools can integrate digital citizenship into existing curricula, provide teacher training, involve parents, use engaging lessons and activities, and establish clear policies and guidelines for responsible technology use. What role do parents play in promoting digital citizenship? Parents can model responsible online behavior, set boundaries and rules for device use, discuss online safety with their children, and collaborate with schools to reinforce digital citizenship principles at home. How has the rise of social media impacted digital citizenship in schools? The rise of social media has increased the importance of digital citizenship by highlighting issues like cyberbullying, privacy concerns, and digital reputation management, prompting schools to emphasize responsible use and digital literacy education.

Related keywords: digital literacy, online safety, responsible internet use, cyberbullying prevention, digital ethics, internet privacy, technology integration, media literacy, responsible device use, digital footprint

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