

EMPOWERMENT

DEFINITION:

...authority or power given to someone to do something.

...the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights.

**The more that you read,
the more things you will know.**

**The more that you learn,
the more places you'll go.**

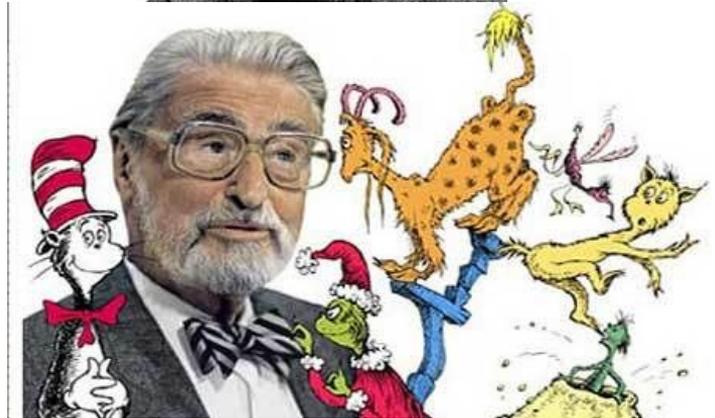
-- Dr. Seuss

Who was Dr. Seuss?

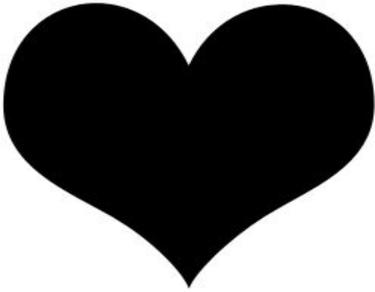
Theodor **Seuss** Geisel was born in 1904, in Massachusetts, USA.

He published his first children's book, *And to Think That I Saw It on Mulberry Street*, under the name of **Dr. Seuss** in 1937.

Next came a string of best sellers, including **The Cat in the Hat** and *Green Eggs and Ham*.



Can you read this?



According to research at Cambridge

I cnduo't bvlleie taht I culod aulacly uesdtannrd waht I was rdnaieg. Unisg the icndeblire pweor of the hmuan mnid, aocdcrnig to rseeerah at Cmabrigde Uinervtisy, it dseno't mttar in waht oderr the lterets in a wrod are, the olny irpoamtnt tihng is taht the frsit and lsat ltteer be in the rhgit pclae. The rset can be a taotl mses and you can sitll raed it whoutit a pboerlm. Tihs is bucseae the huamn mnid deos not raed ervey ltteer by istlef, but the wrod as a wlohe.

Some facts

- There is overwhelming evidence that literacy has a significant relationship to people's life chances.
- A person with **low** literacy is more likely to have reduced work-opportunities.

**Lamont
Carey**

I can't read



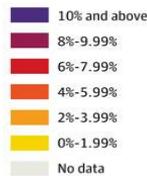
Some facts

- Parents / teachers are the **most important** reading role models for children and young people.
- **Only 1 in 5** parents easily find the opportunity to read to their children.
- **10 to 16 year-olds** who read for pleasure do better at school.

Boys struggling with reading

Boys aged 11 achieving below Key Stage 3 in reading, 2010

England
18,855 boys in maintained schools
9% of boys aged 11



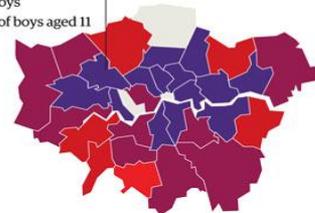
Liverpool
187 boys
11% of boys aged 11

Telford & Wrekin
84 boys
14% of boys aged 11

Birmingham
403 boys
13% of boys aged 11

Cornwall
165 boys
11% of boys aged 11

Brent
150 boys
10% of boys aged 11



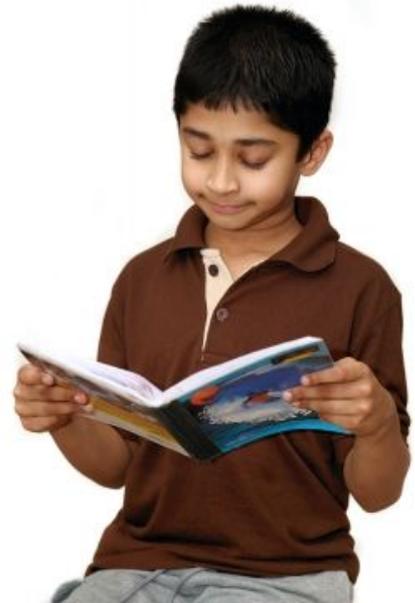
Sutton
50 boys
5% of boys aged 11

North Lincolnshire
78 boys
13% of boys aged 11

Nottingham
150 boys
15% of boys aged 11

Kent
836 boys
11% of boys aged 11

Only **40%** of England's
ten year olds, have a
positive attitude to reading.



46% of 16 to 24 year olds
don't read for pleasure...



Last 30 days



September 2016



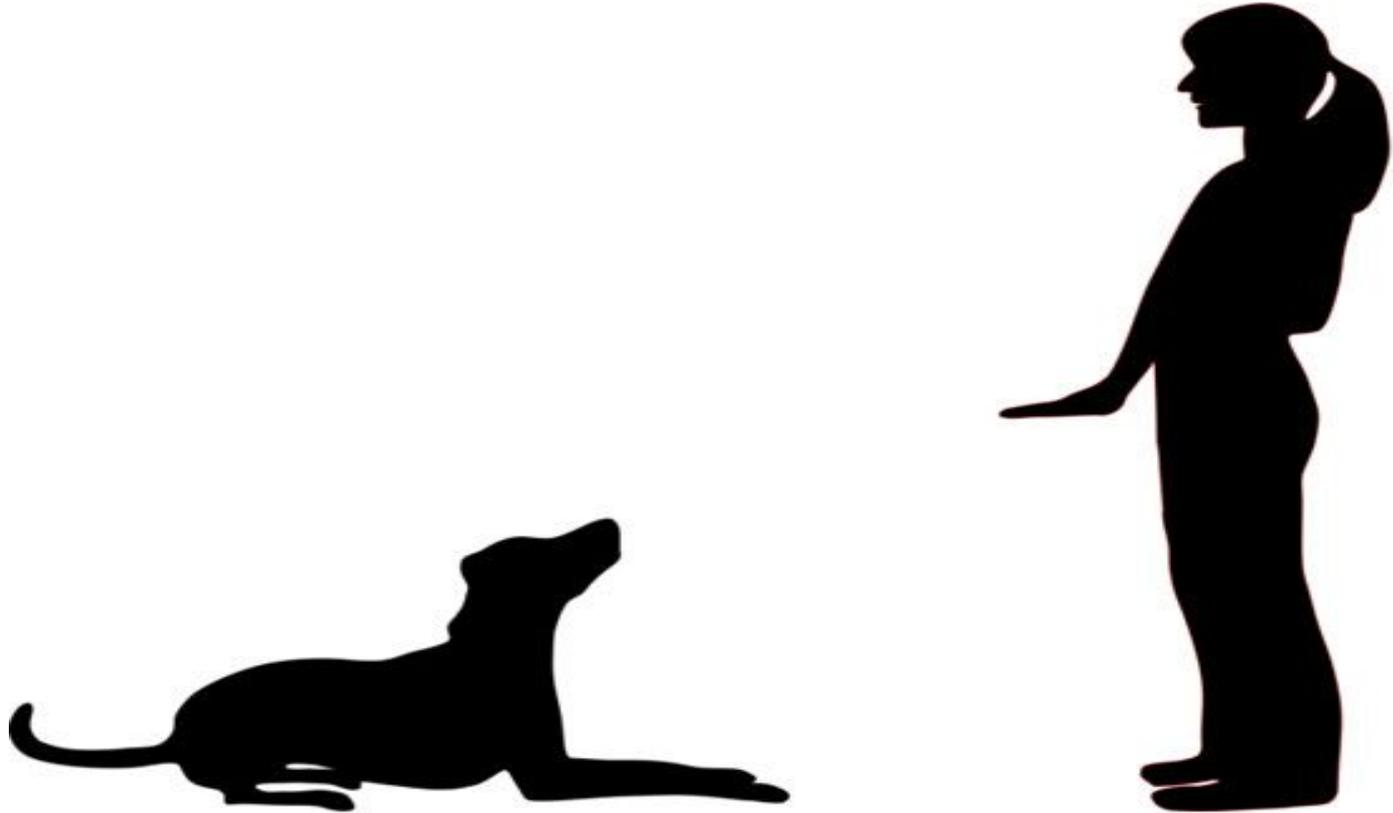
Non verbal literacy



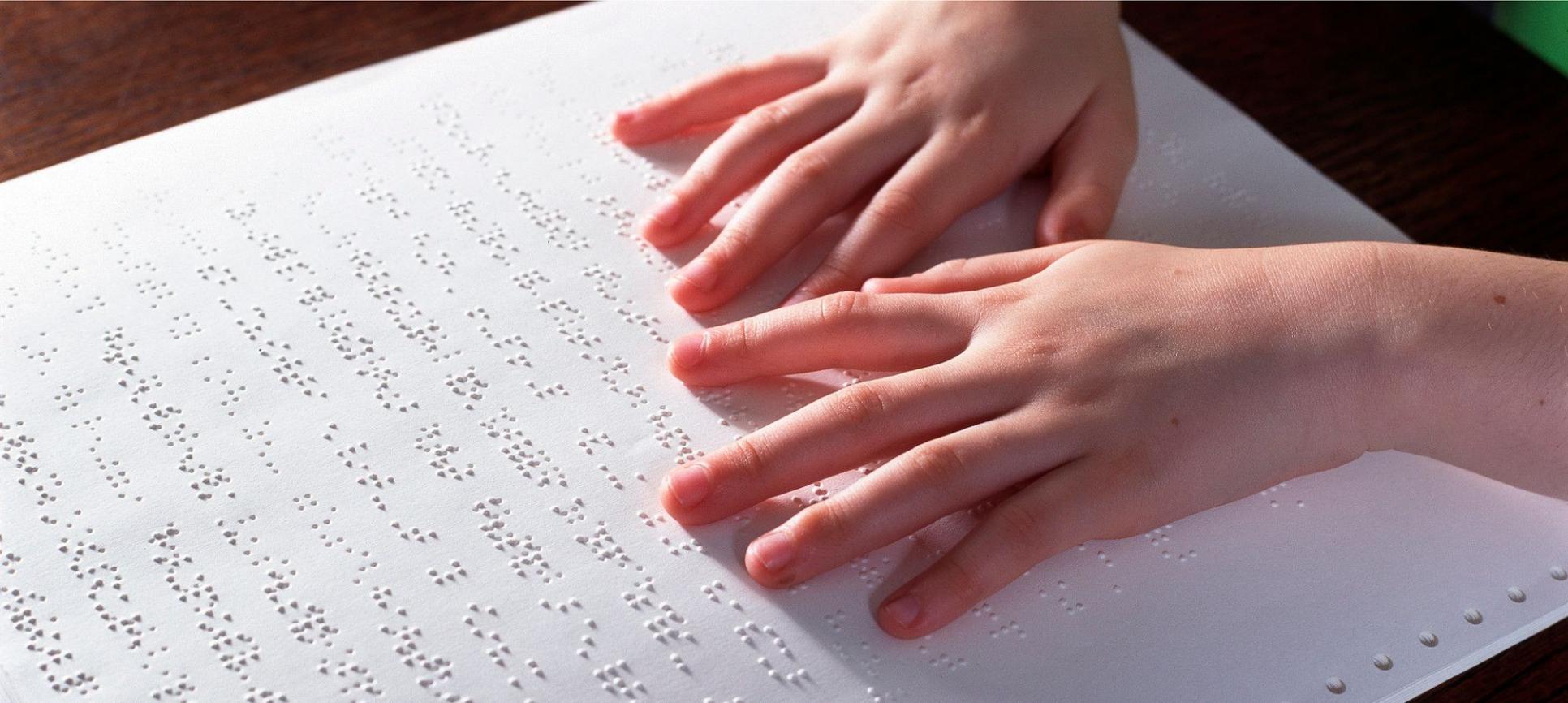




Non verbal literacy (animals too)



Non verbal literacy: **Braille**

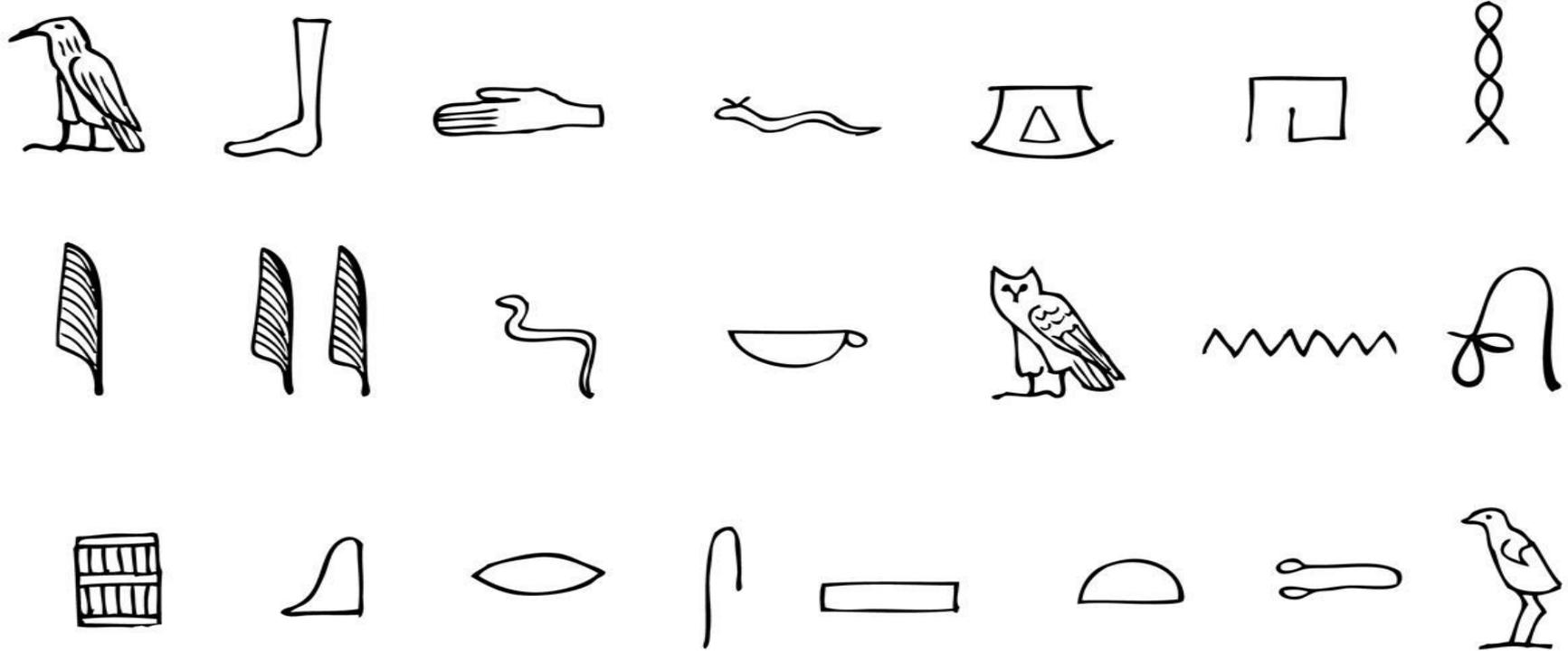


Semiotics

Semiotics, is **the study of signs** ...

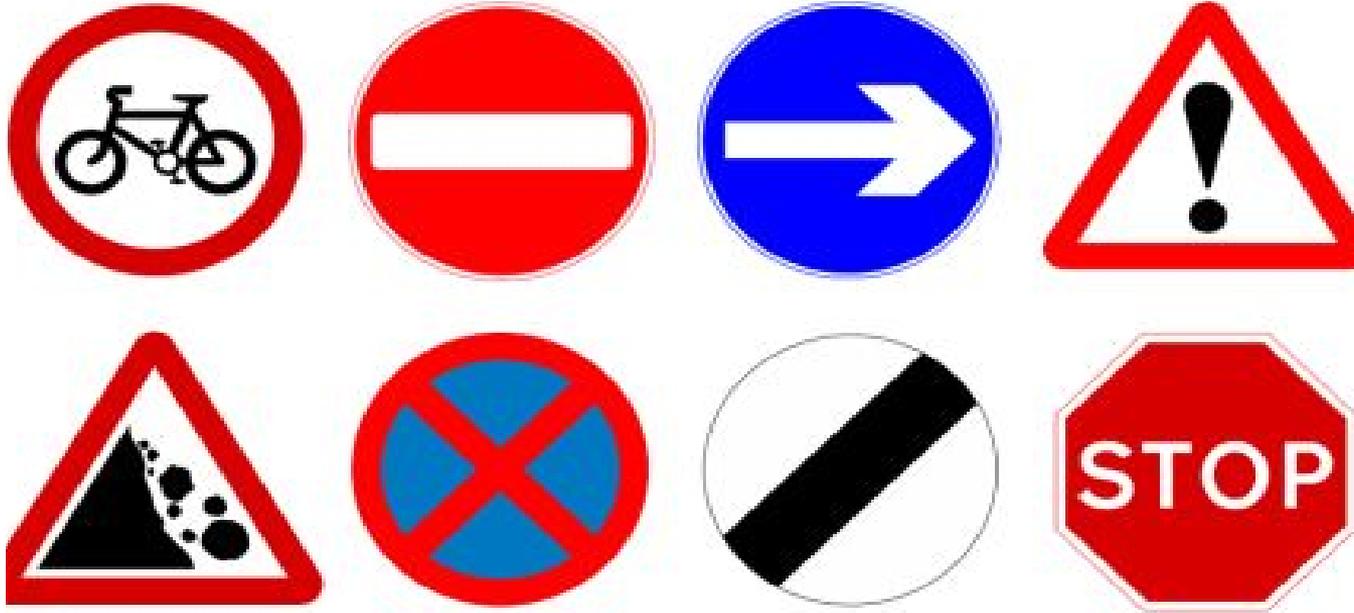
... sign processes, analogy, metaphor, symbolism, and communication.

The oldest (semiotic) language?



Hieroglyphics

Semiotics today



At some point, you *may* need to know what these signs mean...

Semiotic meanings



SIGNIFIED:
What is evoked in the mind
- mental concept

Anything that conveys
meaning

SIGN

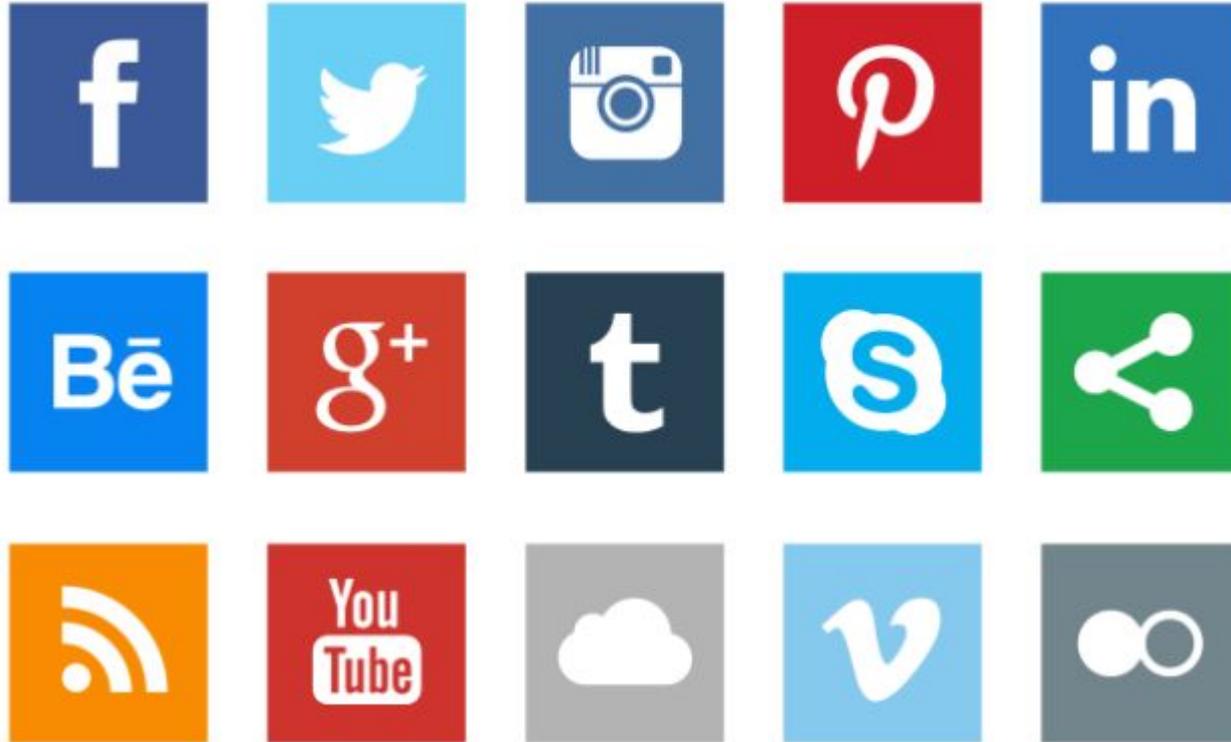


i'm lovin' it™



SIGNIFIER:
Things that give meaning
word/ image

Semiotics and social media



Some facts

- Reading books is the **only out-of-school activity** for 16-year-olds demonstrably linked to securing managerial or professional jobs.
- **12% of all 16- to 24-year-olds** in England are **not** in Education, employment or training
- **70% of pupils permanently excluded** from school have difficulties in basic literacy skills.

My own childhood at school

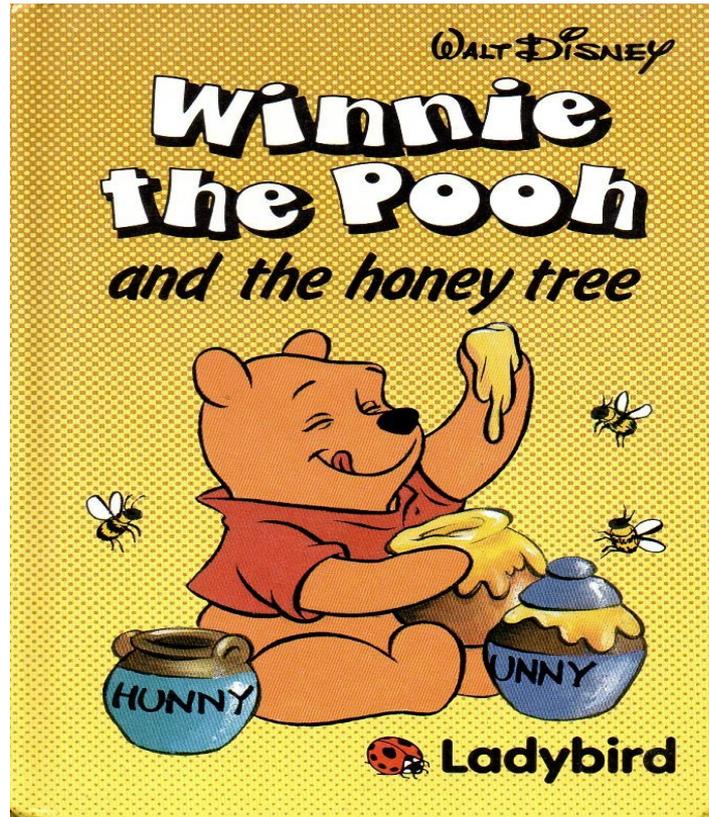
BOOK CORNER



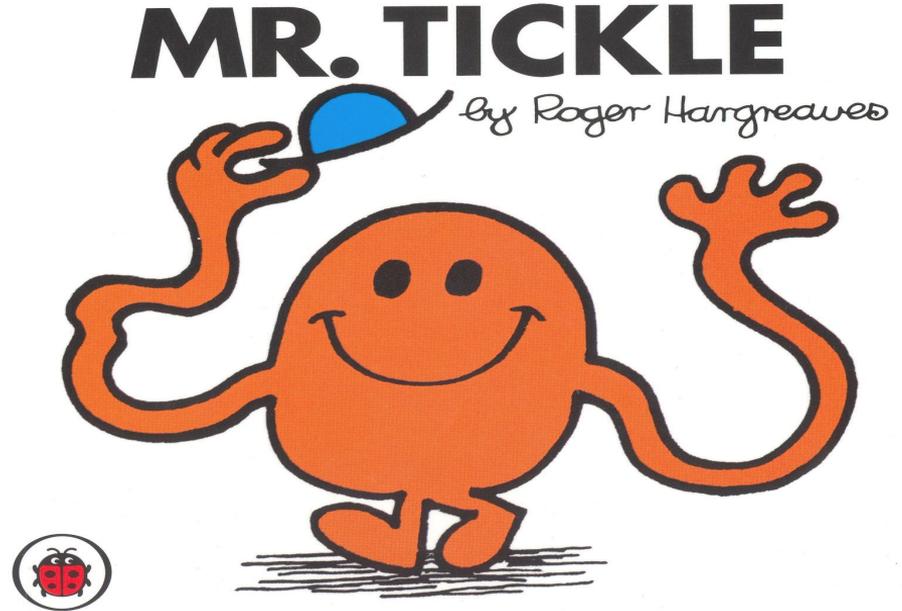
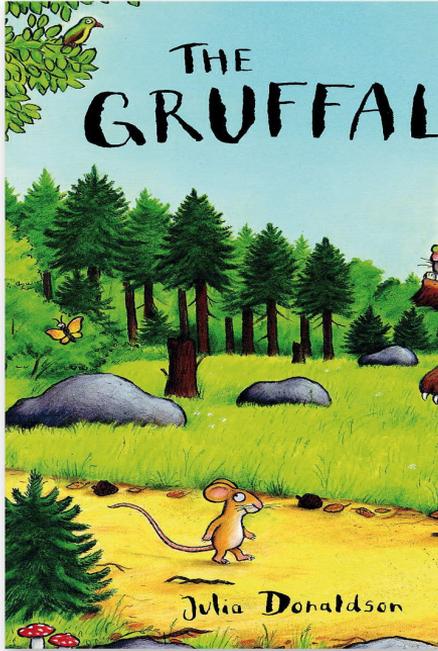
My own childhood – visiting the library



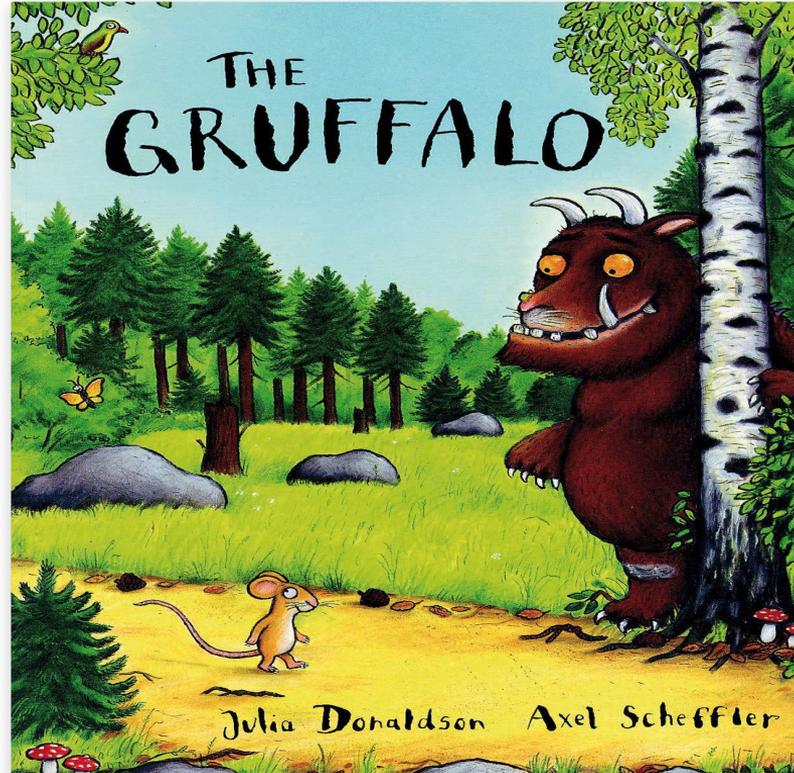
My favourite children's story growing up



Reading as a parent



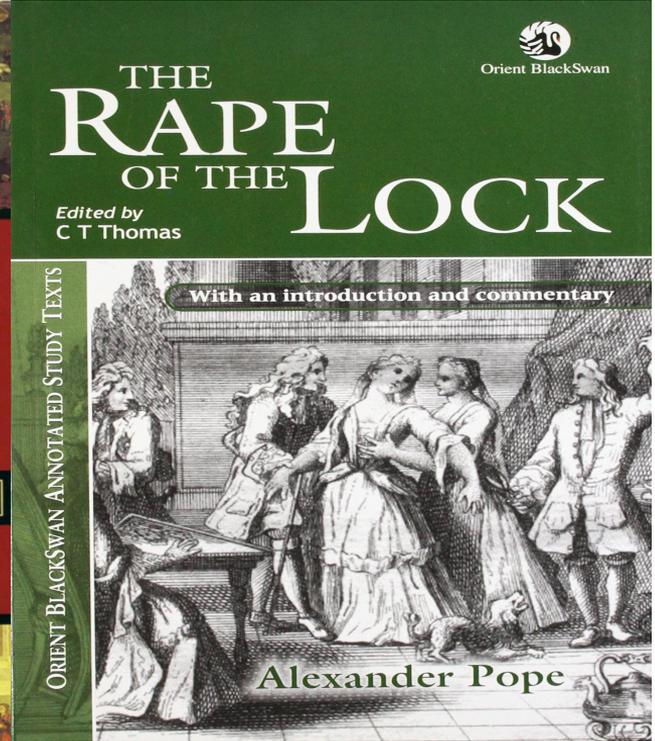
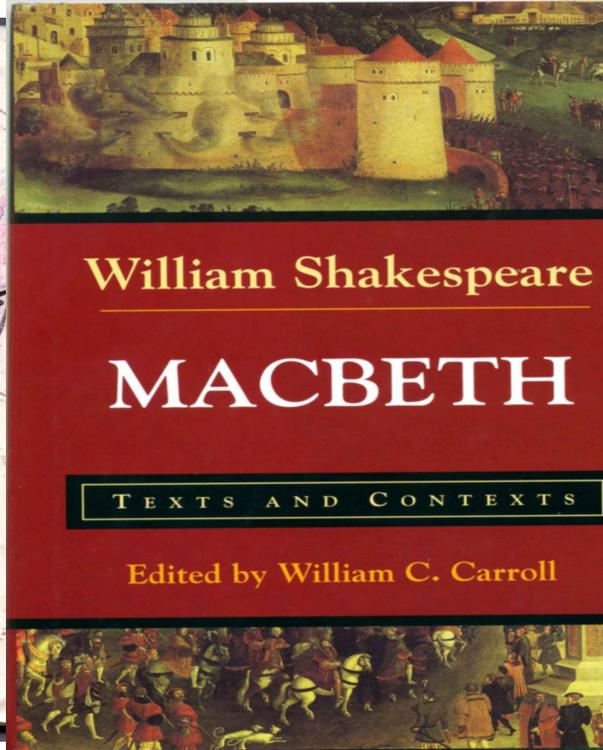
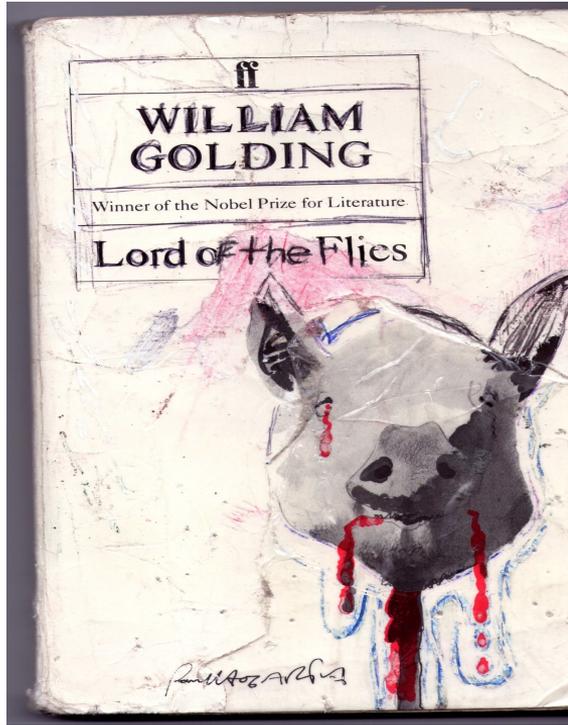
My favourite children's story today



At school ...

- I **loved** spelling.
- I needed reading **intervention**.
- I **disliked** reading aloud in class.
- I just **scraped** a (pass) grade C in English.
- I studied English at A level and **just** passed!

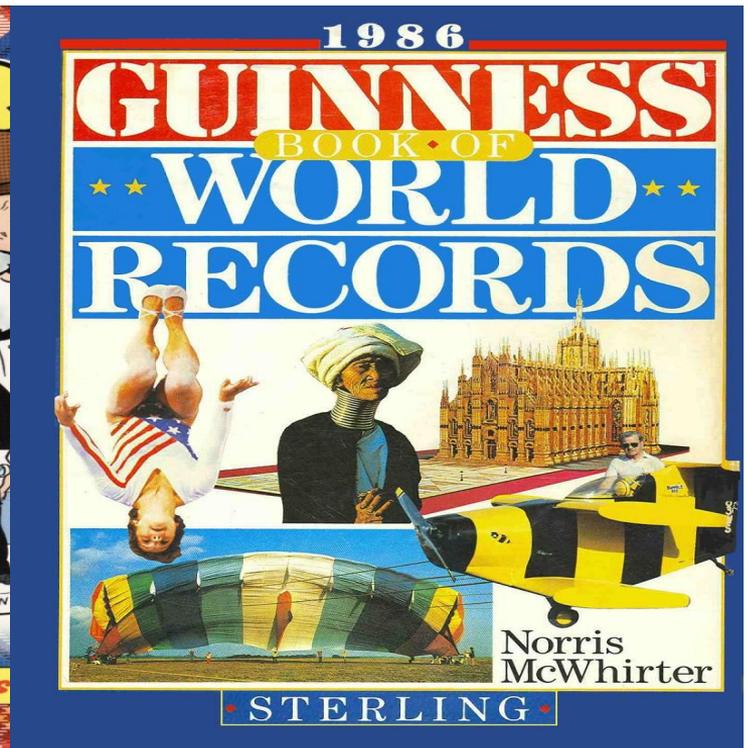
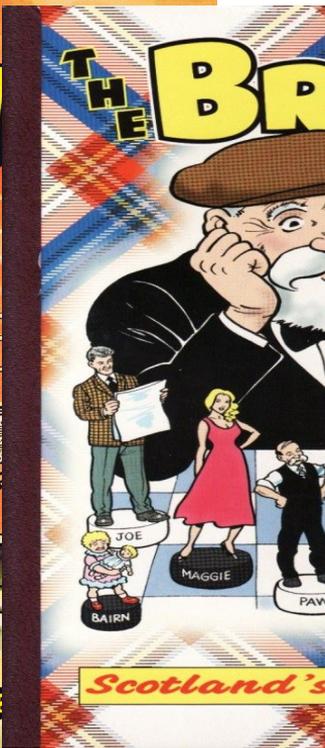
Reading at school



I probably **did not read** for pleasure
between the ages of 17 – 21 years old.

My school work (results) suffered ...

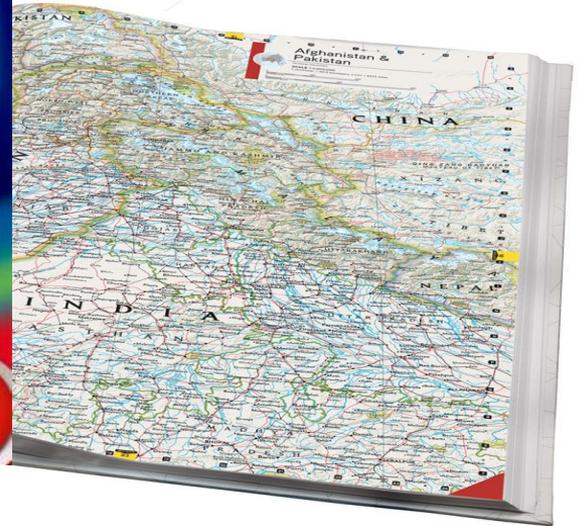
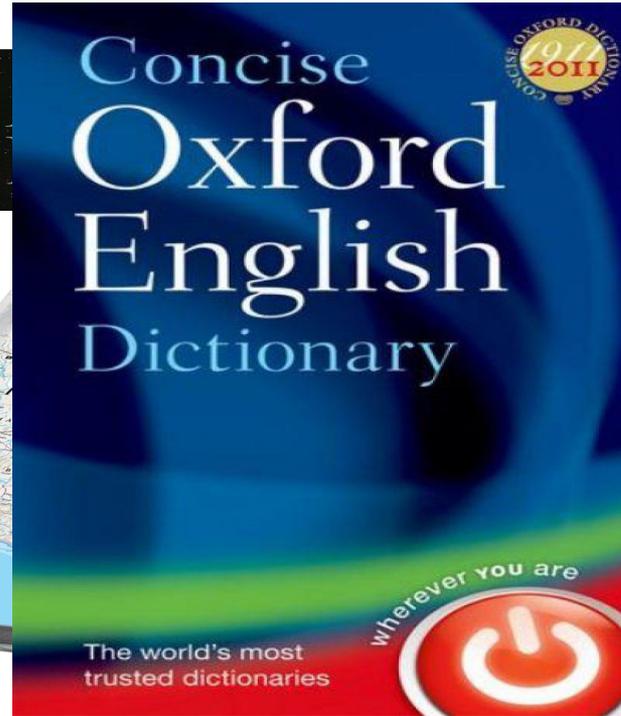
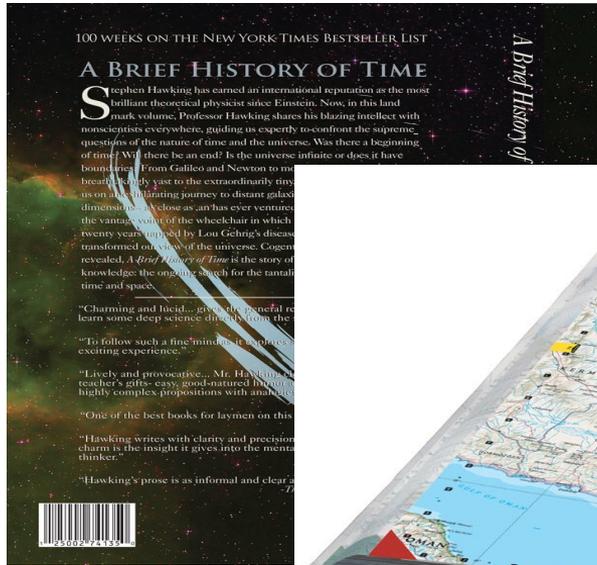
Reading outside of school (10-16 yrs)



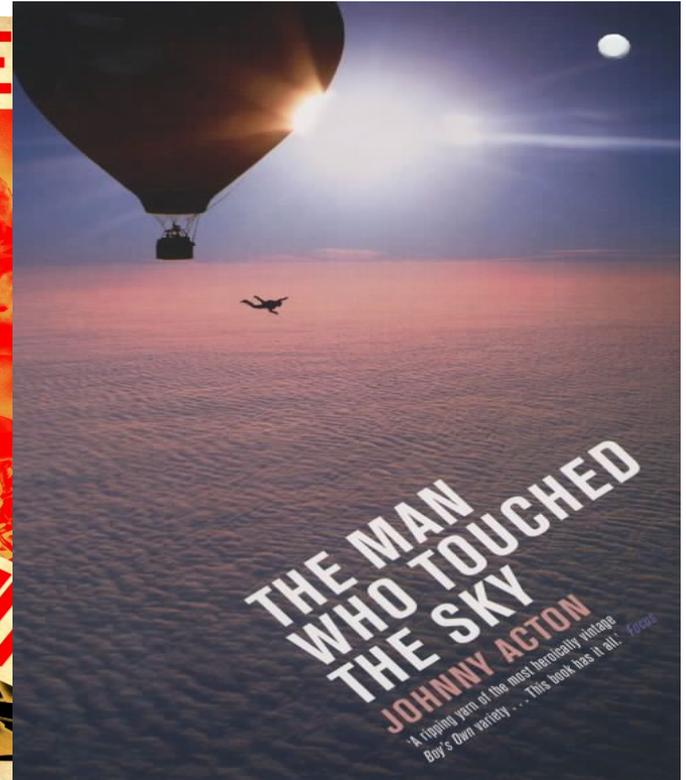
My own literacy skills

1. I would consider myself competent.
2. I **would not** consider myself confident.
3. So, I set myself targets – even today!

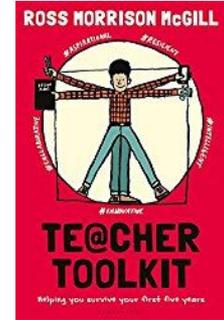
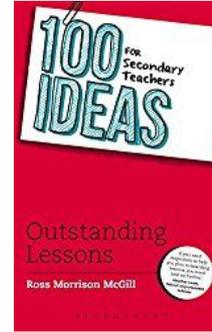
Reading as an adult



Reading as an adult: 23Yrs+



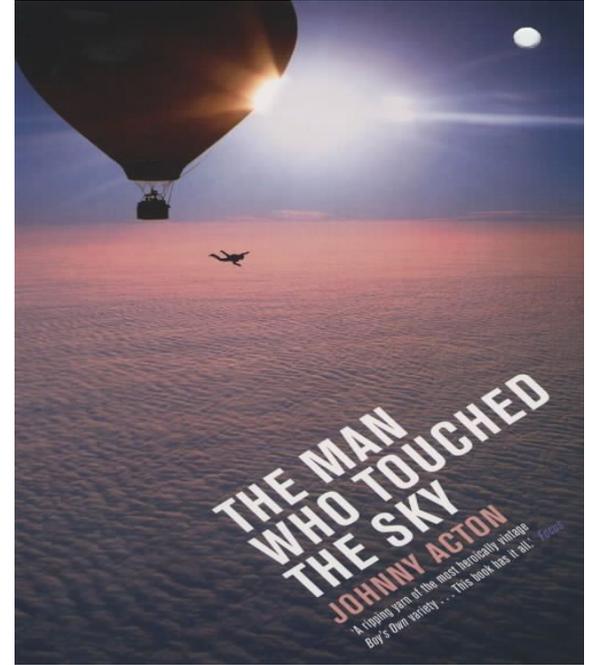
Blogging = improves my literacy



TE@CHER TOOLKIT

The Most Influential Blog on Education in the UK

Favourite book ever!



Reading **gives you** Empowerment!

Joseph William Kittinger II (born 1928) is a retired Colonel in the United States Air Force and a USAF Command Pilot.

Project Excelsior in 1960, setting a world record for the highest skydive from a height greater than 31 kilometres (19 mi).





National Storytelling Week

28th January - 4th February 2017

National Storytelling Week is celebrated by all ages.

Folk tales, fairy lore, figments, phantoms, dragons, serpents, storms at sea. A good teller will conjure intriguingly.

National Storytelling Week

28th January - 4th February 2017

Remember, everyone has at least one story to tell.

Your story is the one you know best and it is only the beginning ...

Reminder

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who read for pleasure do
better at school.



Follow up activity

**The more that you read,
the more things you will know.**

**The more that you learn,
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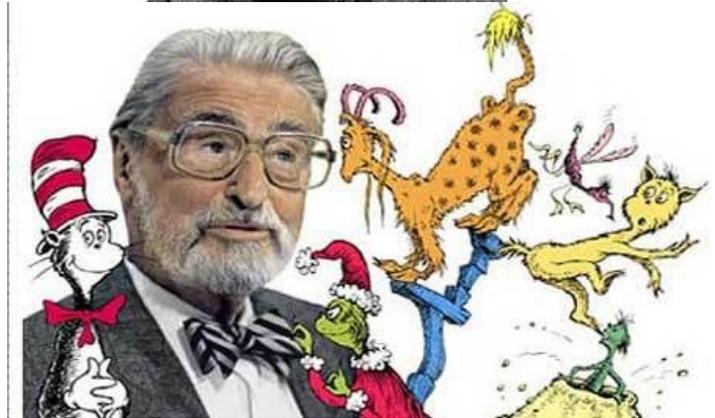
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Watch this video

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Discussion questions:

1. How does reading give an individual empowerment?
2. How does writing your own story provide empowerment?
3. What story has empowered you?
4. What will be your story?