

## THE UNIVERSITY OF THE THIRD AGE

Beginning in France in the mid seventies the U3A movement has now spread to most countries and has many hundreds of thousands of members.

U3A is a response to the idea that human life is divided into three periods: firstly, childhood and schooling; secondly, child rearing and work; and thirdly, retirement.

The third age is seen to provide the greatest opportunities for learning and understanding because it is during this period of retirement that the idea of a university as a community of those who seek greater understanding through learning can be put into practice.

### The unique characteristics of U3A

- Learning topics are selected by the members
- In depth courses are planned by members
- Opportunities for reading, research and discussion are provided
- Presenters/facilitators are usually members of the groups
- The company of others who enjoy learning is ensured
- The atmosphere for learning is informal and friendly
- There are no examinations
- There are no compulsory activities
- Courses take place during daylight hours
- Costs are minimal and within reach of everybody

The U3A Dunedin Charitable Trust has recently entered into a partnership with the University of Otago which will enhance their shared community of interest by continuing to provide a programme of non-credit educational courses while further utilising the expertise and resources of the University.

## ADMINISTRATION

### DO WE GET THE MEDIA WE DESERVE?

Dates: 7 June to 19 July

Time: 10.00 am - noon

Fee: \$30

Tea and coffee provided

### Enrolments -- limited to 50

You are able to enrol in more than one programme (subject to numbers). If you wish to enrol for more than one programme, you *must indicate your choice* on the Enrolment Form.

To be received on or before **mid-day Wednesday, 10 May**. After the draw those who were unsuccessful will be notified by 19 May.

### Venue

All sessions are held in the Lecture Room, Salmond Hall, Knox Street.

### Course Organiser

Don Feist (476 3268)

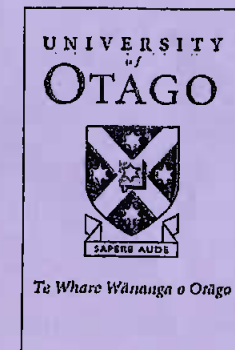
## THE UNIVERSITY OF THE THIRD AGE

# U3A

Dunedin Charitable Trust

A LEARNING OPTION FOR THE RETIRED

in association with



### DO WE GET THE MEDIA WE DESERVE?

7 June to 19 July 2006

Rodgers & Associates  
Law Practice

## DO WE GET THE MEDIA WE DESERVE?

1st choice \_\_\_ 2nd choice \_\_\_ 3rd choice \_\_\_

Please tick appropriate spaces.

First Name for Name Tag: \_\_\_\_\_

Surname: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone Number: \_\_\_\_\_

### Payment

Course Fee: \$30

Cheques payable to Rodgers and Associates

*Please complete and return to:*

U3A  
Rodgers and Associates  
151-155 Princes Street  
PO Box 6200  
Dunedin

on or before noon

**Wednesday, 10 May 2006.**

## DO WE GET THE MEDIA WE DESERVE?

### The Programme

Newspapers, magazines, radio, television -- we can hardly escape their influence, and if we do, briefly, when on holiday, we may well suffer withdrawal symptoms.

Today's media perform a service we would hardly want to be without, informing, entertaining, and shaping our thinking -- shaping perhaps not only our thinking but also our society, and the events they report and comment on. How far does that influence, in fact, reach? Are these media our servants, or have they become in some degree our masters?

This course will focus not so much on describing, but rather on evaluating the media today, and the effect they have, for better or for worse, on us individually, on our society, and on our world. There will be time for discussion in each session.

## DO WE GET THE MEDIA WE DESERVE?

### LECTURE PROGRAMME 2006

**Wednesdays 10.00 am - noon**

**Venue: Lecture Room, Salmond hall**

7 June **The Media, Politicians and Politics**

Speaker: Dr Chris Rudd

14 June **Media from Cave Drawings to Blogging**

Speaker: Geoff Adams

21 June **Television: Can you Afford what you Want?**

Speaker: Lorraine Isaacs

28 June **Advertising -- Have the Media Sold their Souls?**

Speaker: Keith Harrison

5 July **Making the Best Use of the Media**

Speaker: Rodney Bryant

12 July **Freedom and Responsibility in the Media**

Speaker: Iain Gallaway

19 July **From Blogging to ??**

Speaker: Geoff Adams

**RETAIN THIS PORTION -- remember your 1st choice**