



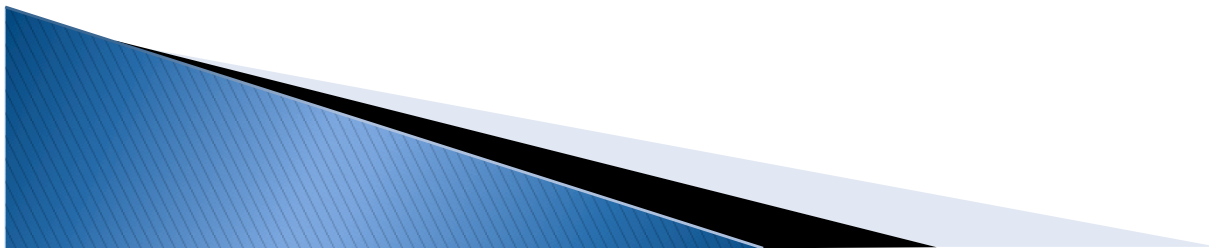
Media Literacy in CSEE Region

Warsaw, 22nd of May, 2015

Nicoleta Fotiade

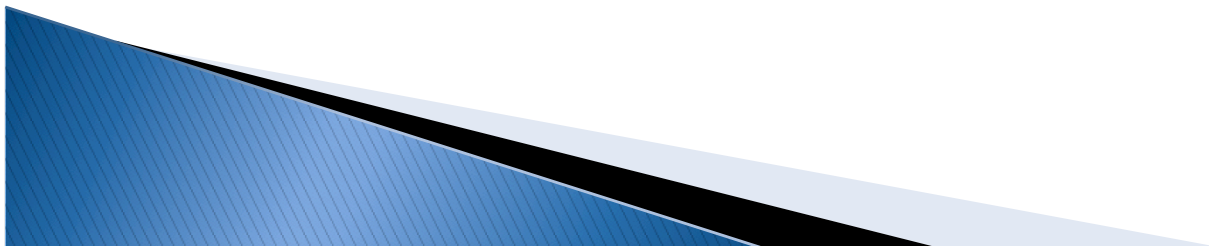
Idea&goals

- ▶ Bring together independent MLE initiatives / practitioners in the CSEE region to:
 - ① Share practice & resources
 - ② Regional partnership and projects for MLE
 - ③ Pressure group for policy etc.



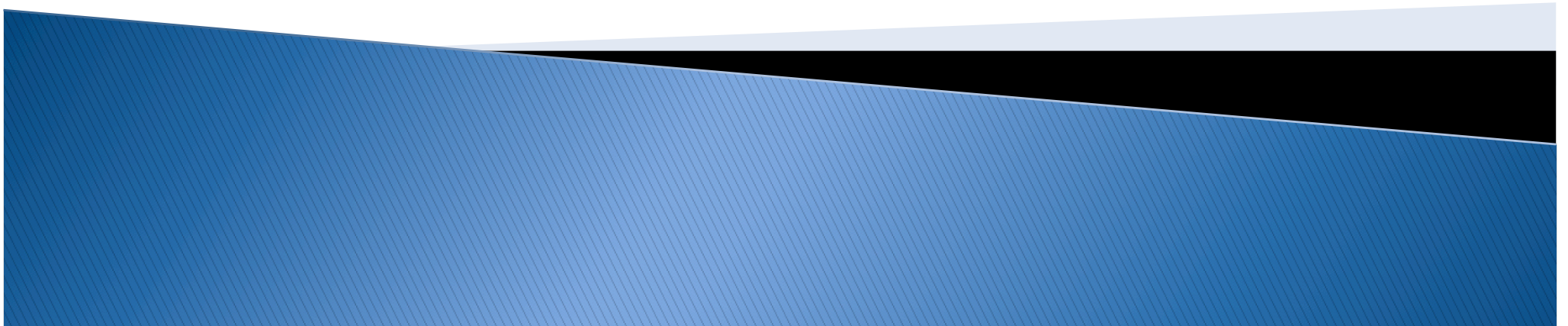
issues

- ▶ How this network should look like?
- ▶ What sort of media education it promotes?
(common understanding)
- ▶ How should it organize? How open?
- ▶ How will the people communicate with each other and exchange ideas and practice?
- ▶ Other logistic and admin issues may add like funding

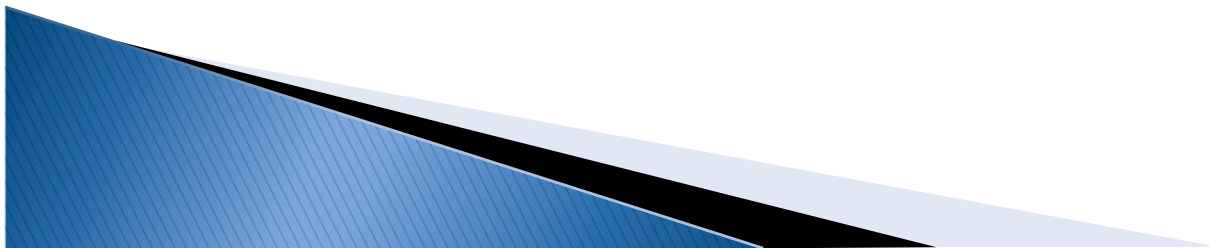
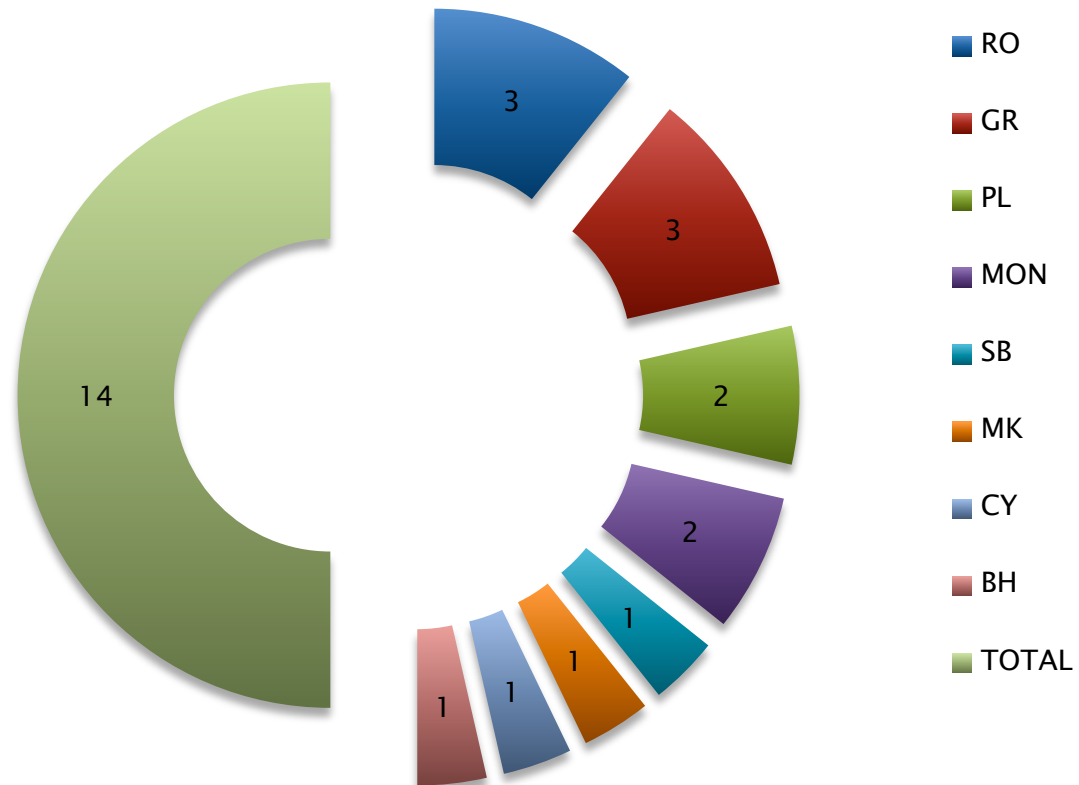


Media Literacy CSEE Survey

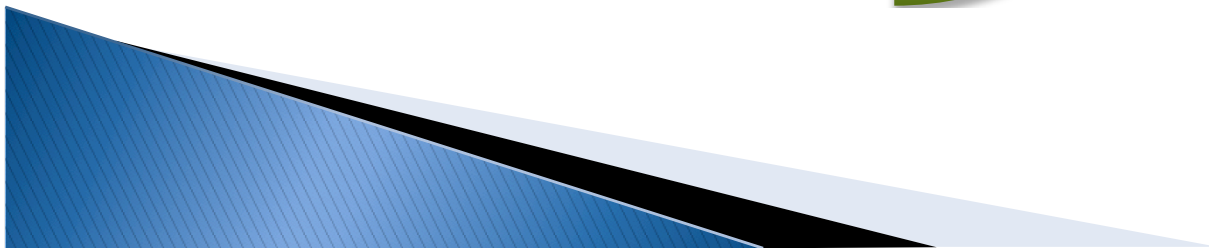
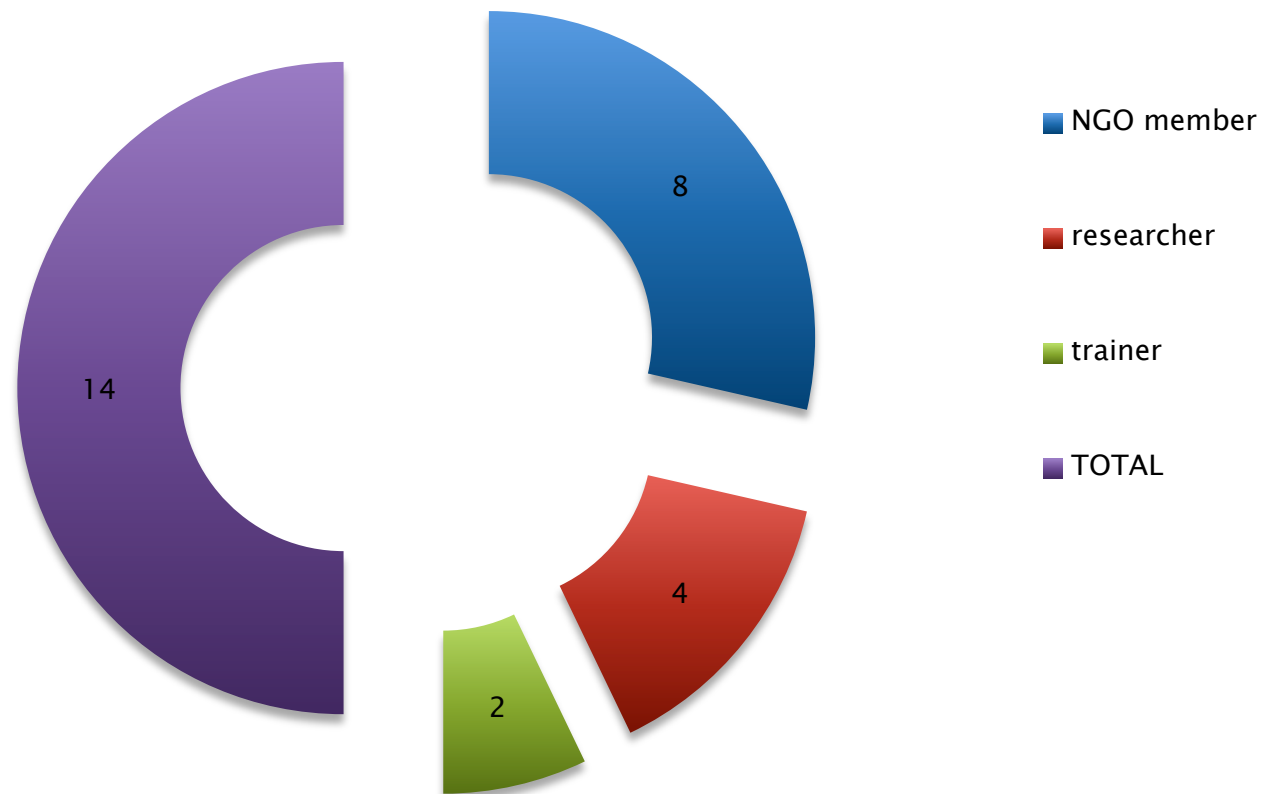
Participants' Profile



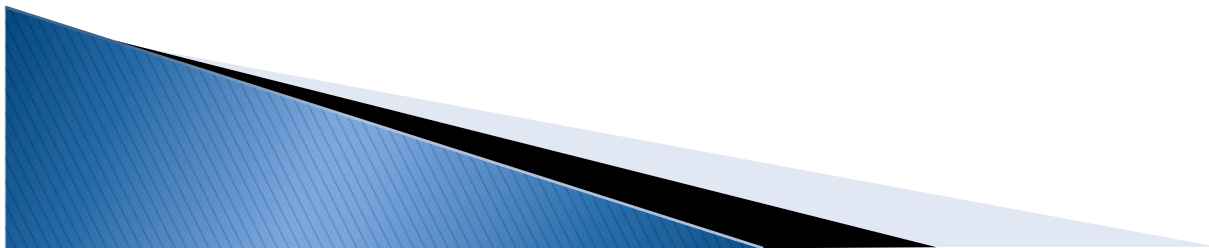
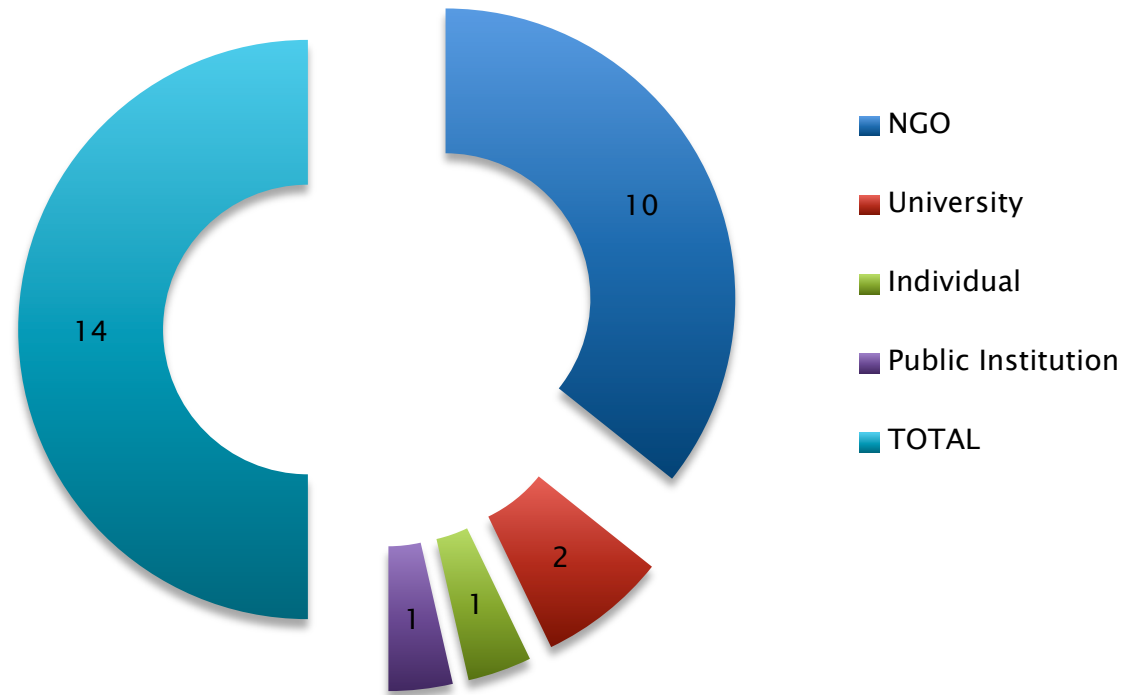
Participants' Nationality



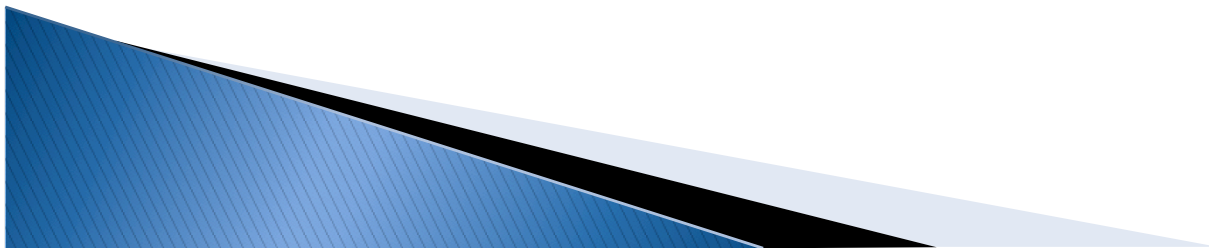
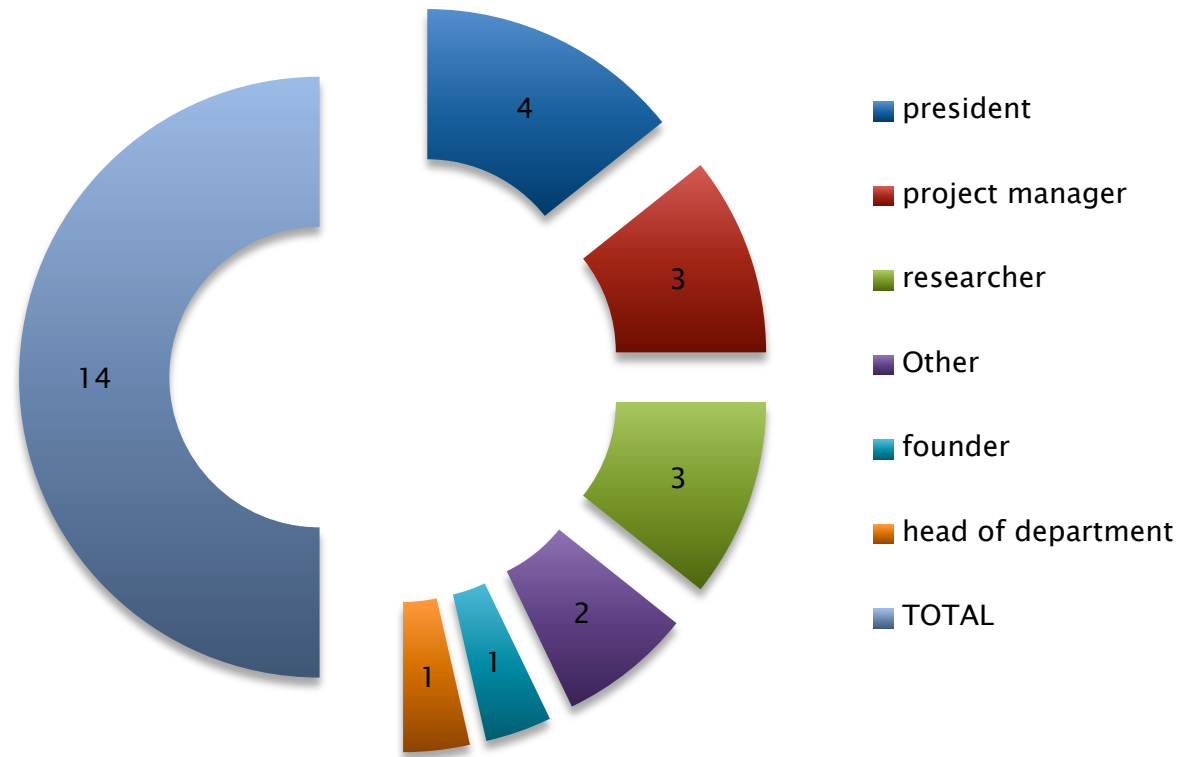
Your Role in the ML Network



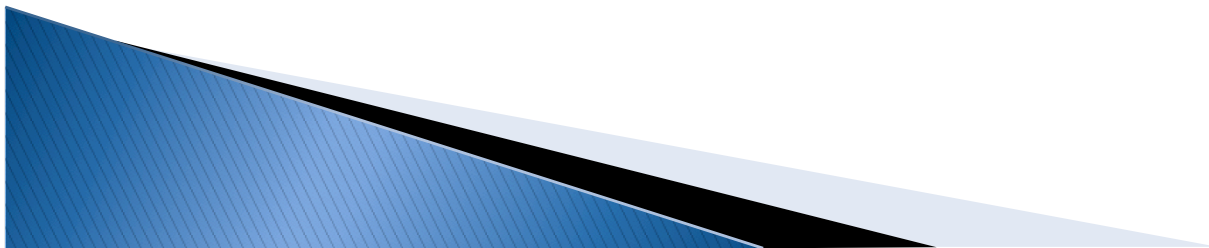
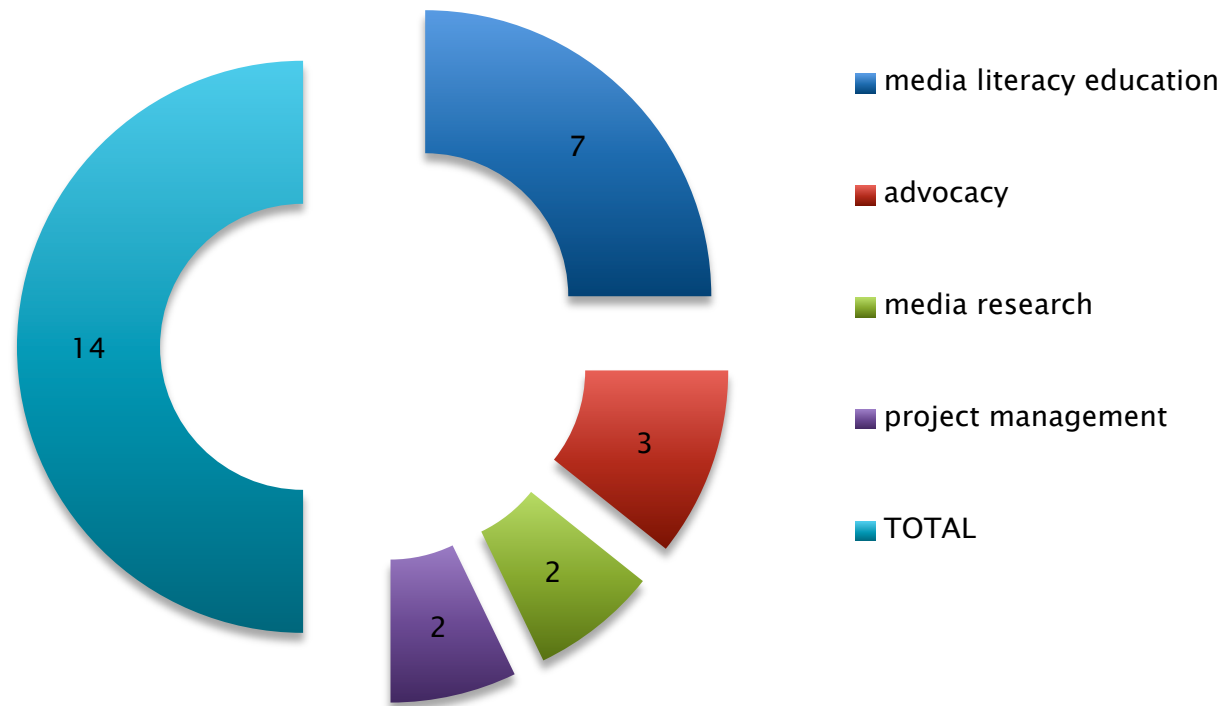
Organisation/Institution



Your Position in the Institution



Your Main Field of Work



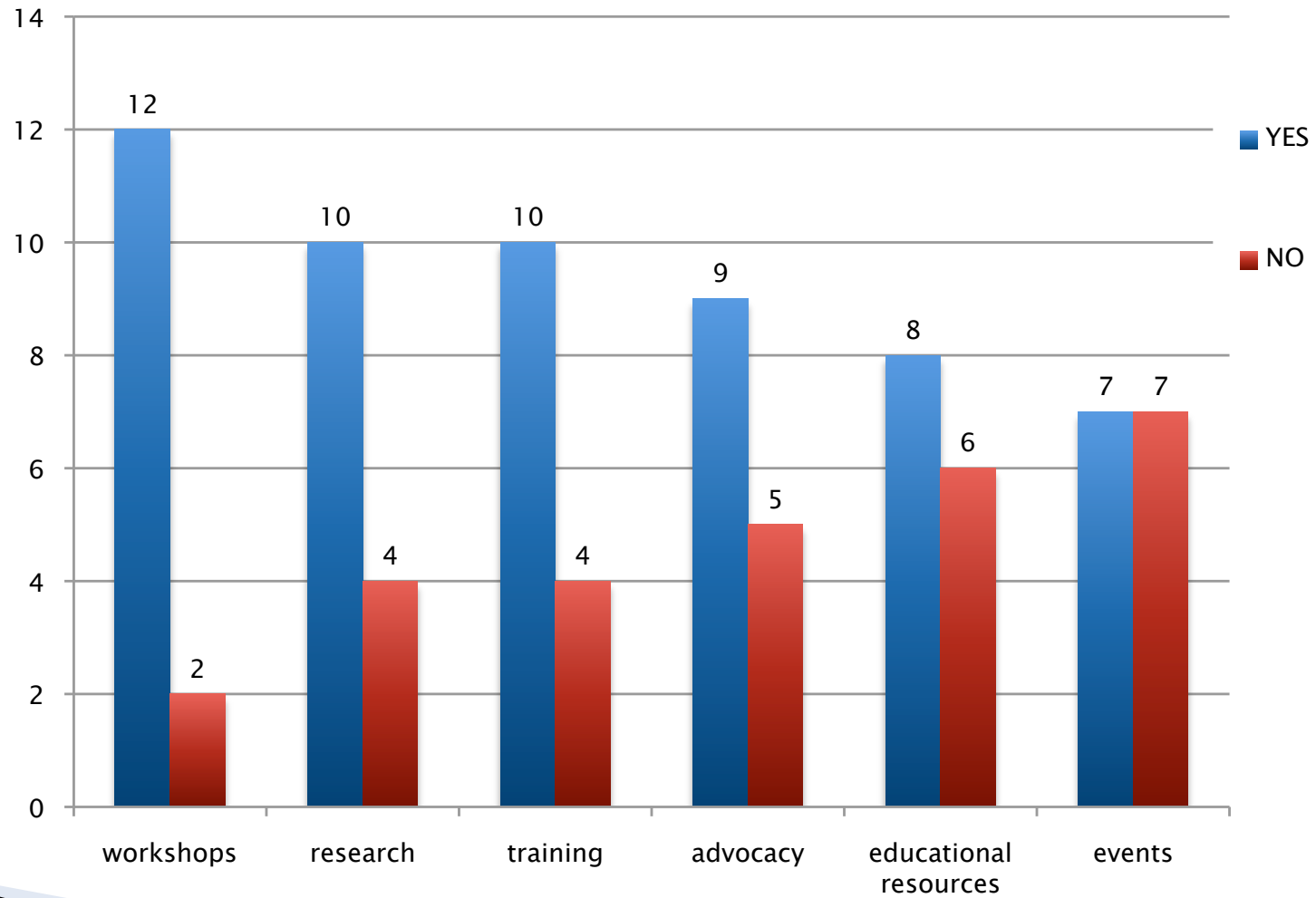
Most Important ML Aspects in Your Opinion

- ▶ Creative and critical aspects (information media, citizenship, digital media etc.)
- ▶ The social and cultural aspects (link ML to life skills)
- ▶ ML education interconnected with the other school subjects (shift in the school pedagogy)
- ▶ Embedded in the teachers' training
- ▶ Present in non-formal learning

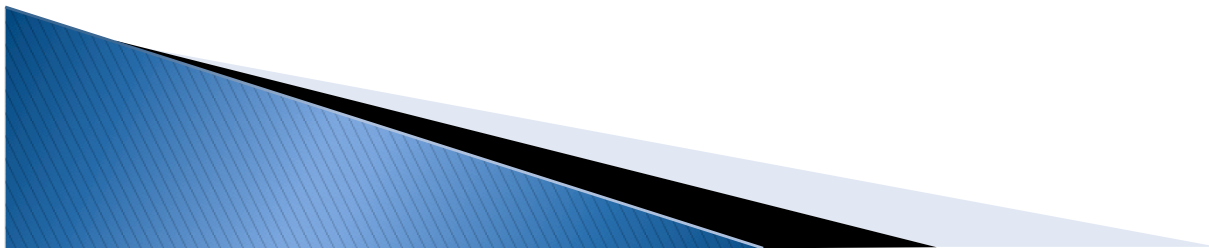
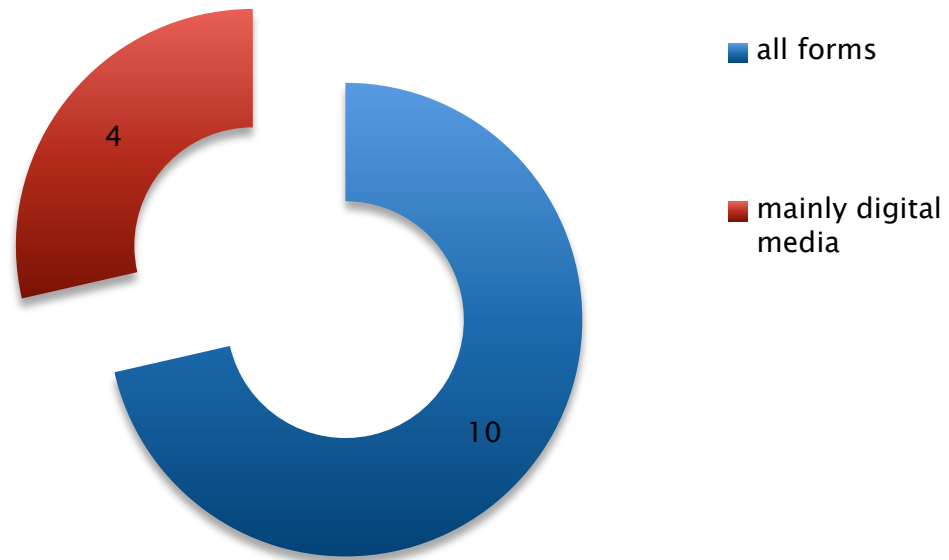
society, culture & participation

learning / training

Participation in ML activities



What Media in Your Work



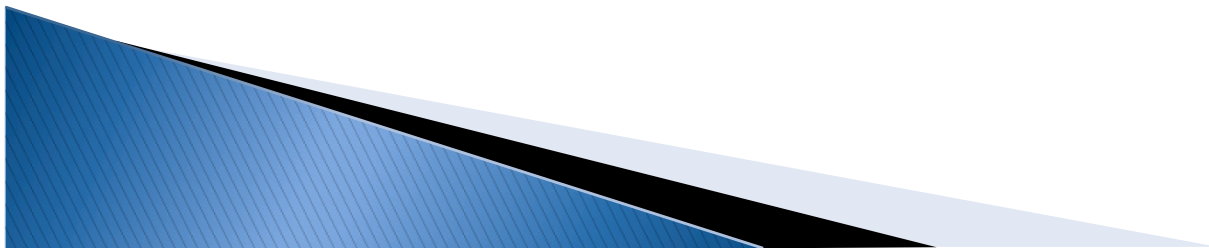
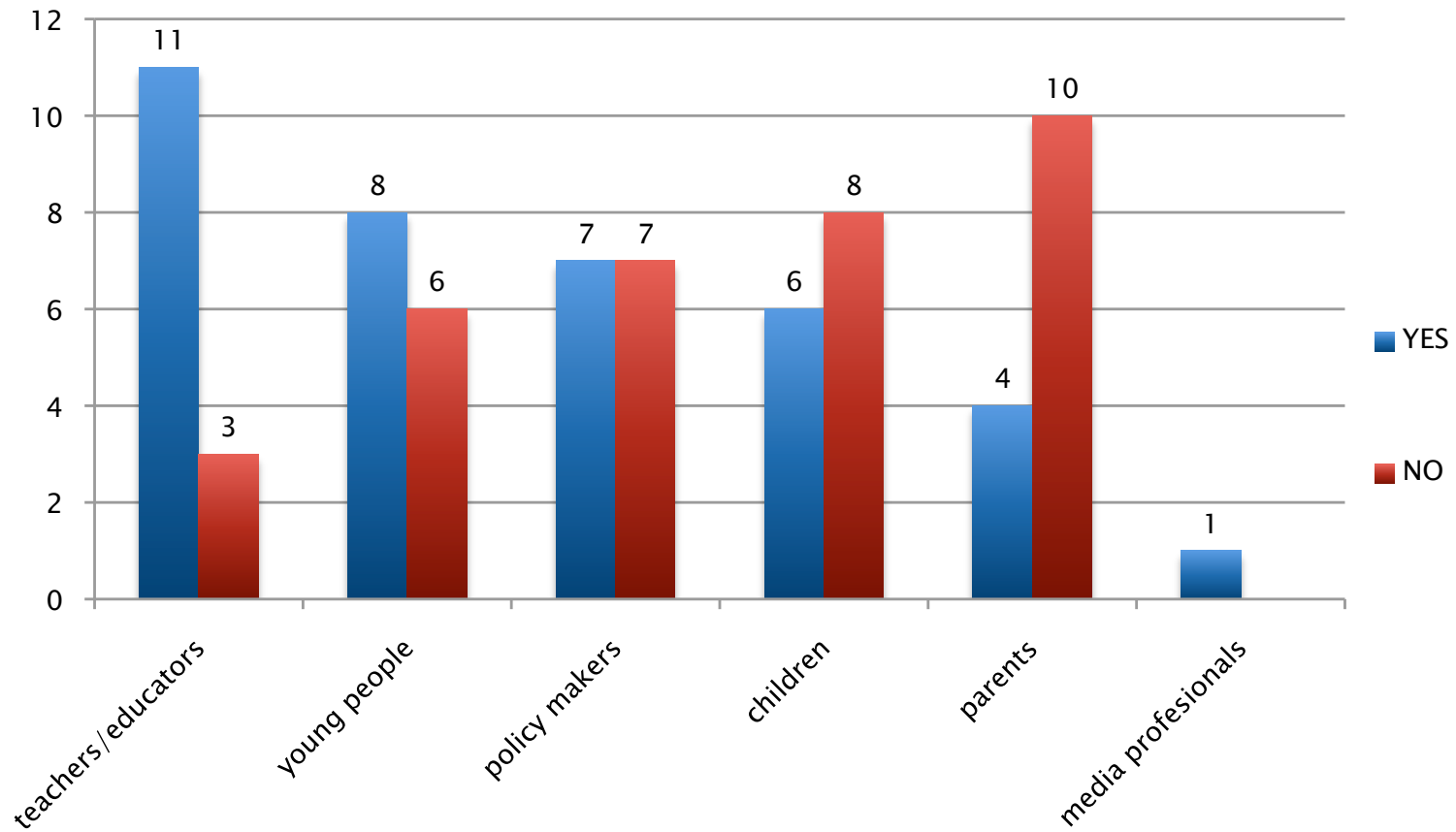
Aims&Objectives of Your ML Work

- ▶ research to support media education in schools / help teachers' improve their ML skills,
- ▶ ML training for elementary school teachers/university students,
- ▶ grow ML levels for children and adults–responsible communication and participation in the digital environment; understanding media in everyday life; use media for various purposes,
- ▶ increase ML knowledge and understanding in the society with focus on the stakeholders in formal education,
- ▶ raise awareness about ML education in various learning situations (5 mentions)
- ▶ critical awareness in the use of digital media,
- ▶ ML education for better quality media content,
- ▶ **innovate** in education with new media practices,
- ▶ encouraging media creativity,
- ▶ film literacy,
- ▶ contribute to MLE in formal and non–formal education/for all age groups.

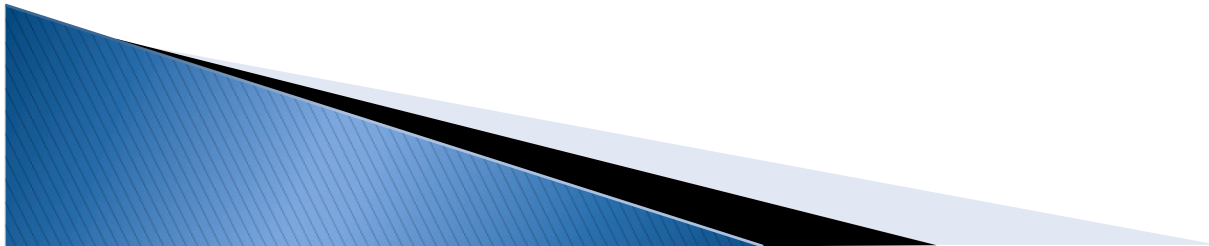
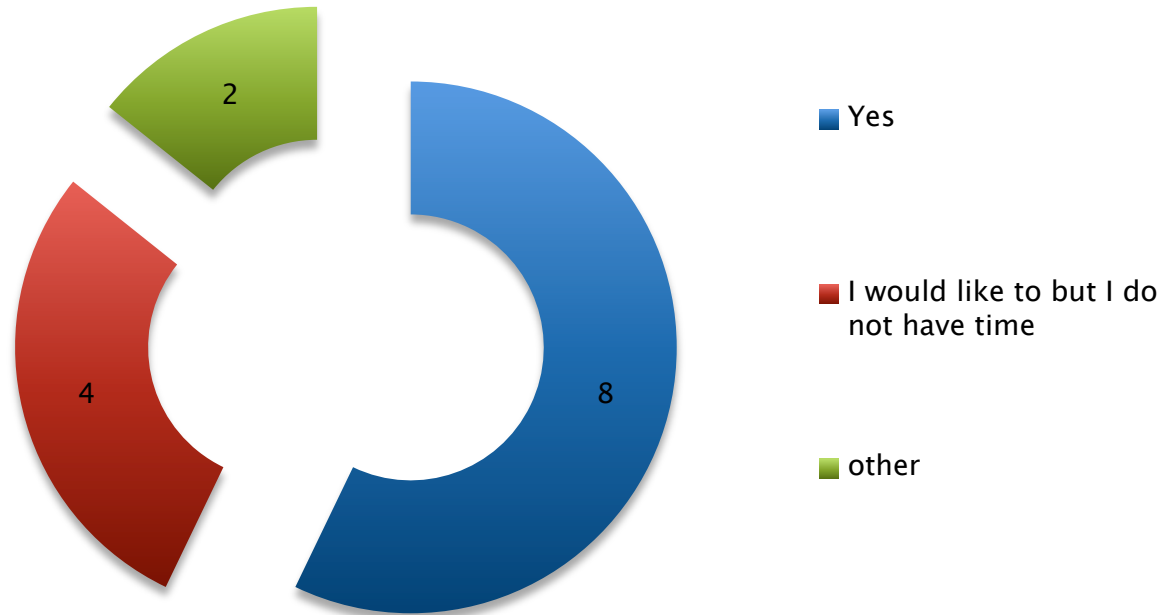
Research & Training

Raise awareness

Target Groups



Core Team/ML CSEE



Your Contribution 2Network

(5 mentions)
share resources
workshops/training

(4 mentions)
research

(3 mentions)
exchange/share experiences

(2 mentions)
network expansion
partnerships
share of expertise

OTHERS

- advocacy
- financial support
- meetings organisations
- project proposal writing
- activities 2promote media for children and youth
- I would like to but I do not have time
- total contribution

Your Expectations

- ▶ share experience/exchange information (6 mentions)
- ▶ joint action/projects (4 mentions)
- ▶ share resources (2 mentions)
- ▶ to grow experts/trainers in MLE (2 mentions)
- ▶ to learn training strategies for MLE (2 mentions)
- ▶ write better project proposals
- ▶ advocacy
- ▶ gaining international contacts and perspective
- ▶ draw attention to other stakeholders (e.g. media industry)
- ▶ ML CSEE – future network to submit common project
- ▶ foster youth mobility in the region

share, grow, expertise,
training strategies

advocacy, expansion

Why a regional network? Mainly for...



Media
Literacy
expertise

Training
strategies

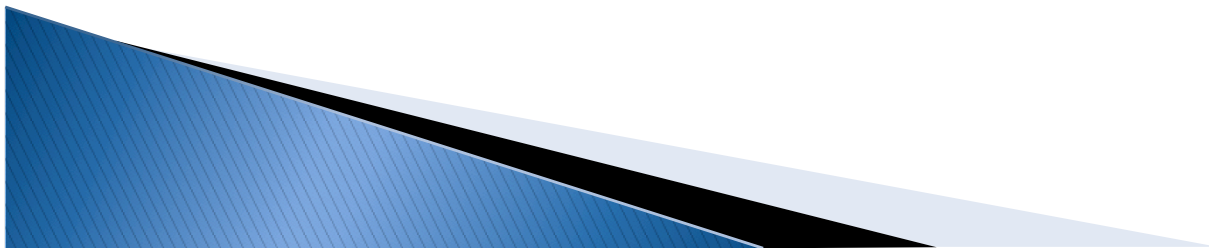
To make
MLE
popular

Joint
action/
advocacy

Funding
(less
identified in
your
answers)

Working Groups – 1 h

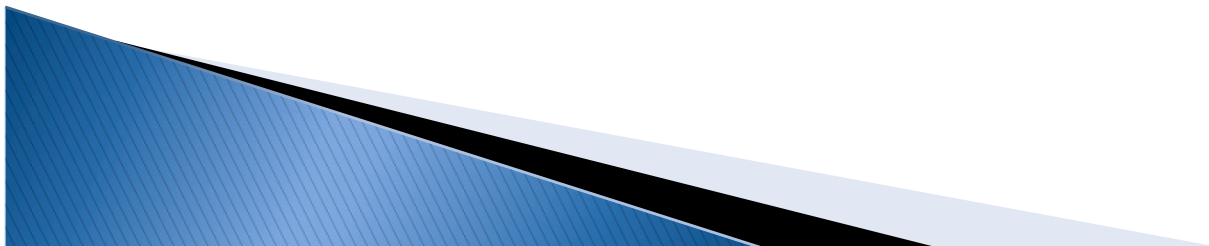
- ▶ Each group choose 1 **moderator** and 1 **reporting person** with a computer at hand. ideas video projected in a PPT – 1–2 slides / flip chart pages.



TOPICS to brainstorm/make proposals! Keep it simple!

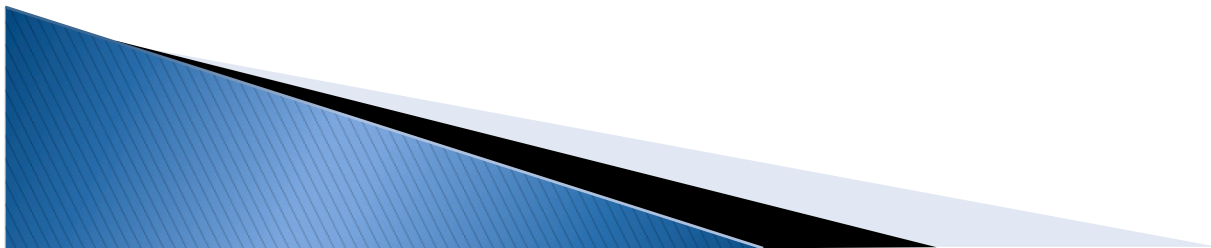
- 1) **Goal & form of organization** (open/close; formal/informal; horizontal; advantages and disadvantages etc.) **Do we need a core team?**
- 2) **Members' responsibilities & involvement?**
- 3) What sort of **joint activities?** – training, research, awareness campaign etc.
- 4) **Communication inside & outside the network.** How do we keep in touch/informed? How do we share? Do we need an identity and a name –branding?
- 5) Other issues – **funding?**

*Obs. you may use the SWOT analysis model
Strengths–Weaknesses–Opportunities–Threats*



Plenary session

- ▶ 5' for each group to present their brainstorming results
- ▶ Open discussion about **next practical steps**
- ▶ 30' – joint discussion with the Modern Poland Foundation workshop – Media & Information Literacy Platform for Exchanging Educational Resources (MIL/PEER)



Thank you! Mersi!



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