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MEDIA LAB FOR BRIDGING CROSS BORDER GAPS



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**“MEDIA INDUSTRY INVOLVEMENT IN MEDIA
LITERACY”**

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ANALYSIS OF CROSS-BORDER GAPS ON MEDIA LITERACY

Goals:

- **To identify gaps in fields related to Media Literacy in the participating countries. Gaps=weaknesses, problems, differences**
- **To provide guidelines for different stakeholders (media, educators, policy-makers)**

WHICH GAPS WERE ANALYZED

- **Trust in Media**
 - **Media literacy in compulsory education**
 - **Impact of different media on youth**
 - **News consumption by youth**
 - **Disinformation and fact-checking initiatives to combat fake news**
 - **Media involvement in media literacy**
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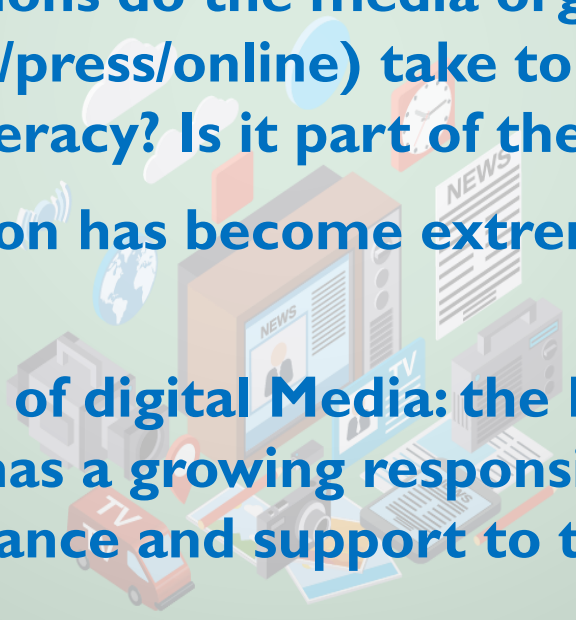
WHAT WE DID

Collected data for each country, based on bibliography, online sources and relevant sites, and original research.

Data was compared and summarized

Conclusions and recommendations

GAP: MEDIA INDUSTRY INVOLVEMENT IN MEDIA LITERACY

- **What actions do the media organizations (TV/radio/press/online) take to support Media Literacy? Is it part of their agenda?**
 - **Information has become extremely complex**
 - **Explosion of digital Media: the Media industry has a growing responsibility to offer guidance and support to their audiences**
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INITIATIVES FOR MEDIA LITERACY IN EUROPE

- European Union supports initiatives for Media Literacy
- Supported by the European Commission, Global Editors Network: has created a media literacy toolkit for newsrooms. Question posed: “How can newsrooms and journalists take ownership of promoting trust and transparency in their work? Toolkit included “unconferences” in European cities with the participation of journalists and experts, followed by a hackathon
- The UK example: high profile media have special programs for youth such as BBC’s young reporter, the Burnet News Club from the Economist Educational Foundation, the Sunday Times Media Literacy programs

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- Radio-Television Authority: on its “Media Literacy whitepaper” it declares that it undertakes the task of implementing media literacy projects in collaboration with public and private media
- The public broadcaster participates by law in the Authority’s campaign, but has no specific programs or actions dedicated to the cause

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- Actions in Cyprus Media organizations are restricted to occasional initiatives, such as conferences and events to promote Media Literacy, in collaboration with European institutions.
- No example of declared and consistent policies related to Media Literacy by any Media organization

GREECE

- Educational Radio-Television of Greece (EduTV), a multimedia platform that can be found in the most widely-used social media, aims at “complementing educational resources in the classroom”
- Media Literacy Institute: organizes the Annual Greek Media Literacy Week, facilitated by academics and journalists

GREECE

- “Media Literacy Institute” also targets in enlightening society through “the creation of online content, research journalism, capacity building, skills development, campaigns, curriculum development and guidelines, seminars and workshops, networking and public discussions, as well as partnerships”

LATVIA

- Several projects and initiatives are in place in the country
- Pilna doma” a project by the Baltic Centre for Media Excellence. Runs for several years, aimed at school students (10-12years-old) and their teachers. It has attempted different approaches over the years - has created a database of learning tools and cooperated with journalists

LATVIA

- “Tīri fakti” (part of “pilna doma”), (“Pure facts”) is a project by the public radio of Latvia, aimed at young media consumers
- “Melu detektors” (“Lie detector”) is a fact-checking project of the public broadcasters portal LSM.lv. Its aim is to pick statements made by politicians, public officials, experts and other public figures, and make deep analysis of specific statements

LITHUANIA

- Collaboration between public broadcaster and a festival for the creation of a series of educational videos related to Fake News
- Popular news portal “15min” is a member of the International Fact Check Network and dedicates space for educational purposes

LITHUANIA

- “Nanook” private media company – its journalists visited 22 schools in Lithuania to familiarize students with the principles of media literacy
- “Liberty TV” is a non-profit and civic society education mission, which uses different channels to educate society, such as civic actions, TV shows, podcasts, events

LITHUANIA

- Bernardinai TV has produced a series of episodes dedicated to Media Literacy
- “Debunk” initiative (demaskuok in Lithuanian) is uniting competing media outlets, journalists, volunteers for a single purpose: to make society more resilient to disinformation campaigns

NORTH MACEDONIA

- Macedonian Institute for Media (MIM) has the most (successful) projects connected to media literacy. Popular campaign with one of the most famous actors, on media literacy. Series of educational videos and put serious effort into promoting them.
- Platform <http://mediumskapismenost.mk> created by The Agency for Audio and Audiovisual Media Services

NORTH MACEDONIA

- “Mediateka”, a TV show made by the Macedonian Institute for Media (MIM), broadcasted on national television. Targeted for children and youth.
- F2N2.MK is a platform that “debunks” not only single news stories but also the whole narrative around them. It is created by MOST, an influential NGO

POLAND

- Few Polish media outlets are involved in media literacy initiatives as such. The Polish broadcasting regulator has a part dedicated to media literacy on its website.
- Demaskator24 (site), launched in 2019 as part of Polska Press media group, publishes fact-checking and current affairs articles.

POLAND

- Konkret24 is the most popular of fact-checking-only websites in Poland. It verifies both fake news stories and statements by public persons and articles on disinformation
- Fundacja Reporterów (Reporters Foundation; one of project's partners) has also been involved in various media literacy initiatives
- Polityka Insight together with Facebook organized open trainings for university students on detecting fake-news
- Activities by other media

CONCLUSIONS

- Initiatives which connected the media industry with the media literacy movement do exist. They are often supported by European institutions. But they are usually not as consistent as they should be and do not appear in the vast majority of the local media.
- Some countries tend to stand above others in combating fake news and promoting media illiteracy. It is prevalent that they have various tools for targeting these concerns

CONCLUSIONS

- Some countries show more targeted initiatives
- In some countries we see an active role of the public broadcasters and other popular media
- Greece and especially Cyprus seem to have a long way to cover

RECOMMENDATIONS

- The Media Industry has a role in guiding the population on how to recognize fake news from real. The abundance of information, case studies and toolkits that exist, especially online, offer great possibilities.
- News organizations such as news portals should build collaborations with reliable fact-checking initiatives.

RECOMMENDATIONS

- Media organizations should take this responsibility and since there are European policies and support by the Commission and other Directorates, they should dedicate themselves in seminars and other means, in order to make Media literacy an incorporated part of their programs, not only of youngsters, but of adults too.

QUESTIONS

- What initiatives would you like to see from your local media?
 - Do you have a good example of Media Industry Involvement in Media Literacy that we missed? (more in the analysis)
 - THANK YOU
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