



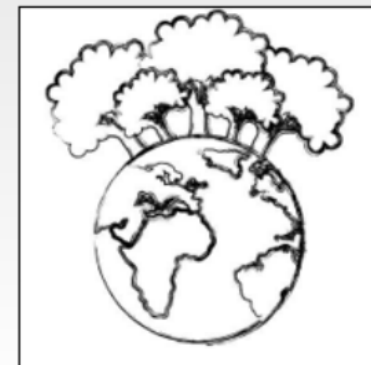
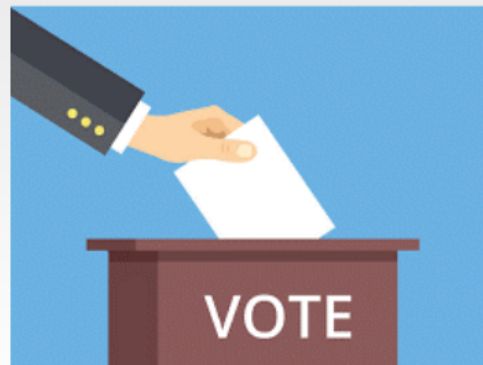
The role of the media in modern democratic society

Media is involved in shaping attitudes towards ourselves, other people, the environment, the country. It has great influence on our life. Therefore, an active and mature civil society is crucial. Media have great impact on citizenship formation.



What is civic awareness?

Civic Awareness is a concept that defines the desire to raise the general well-being of a society, to maintain or rebuild without seeking personal gain or profit. It includes material goods and public duties to the state (compulsory military service, activity during elections, involvement in civil actions, conservation of nature).



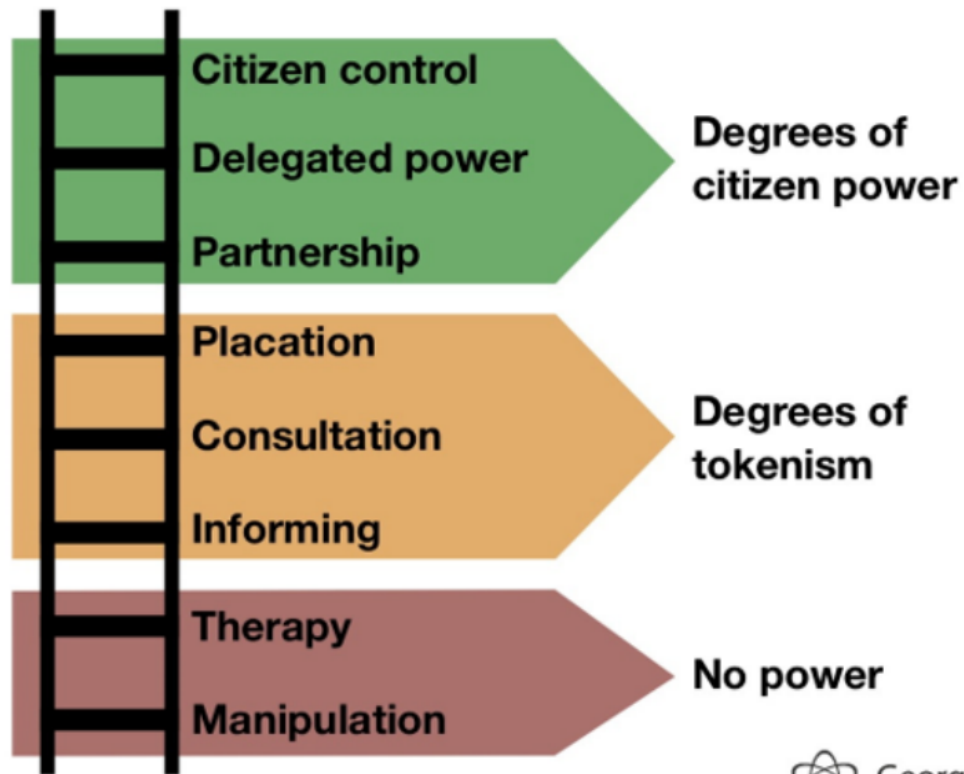
Social networks - fields of citizenship education



Recently, social networks have become a major source of news and an effective tool for raising civic awareness.

Civic awareness is manifested not only through various social networks (Facebook, Instagram, Youtube, Twitter), but also in various forms. Citizens are not only interested in news but they also gather in groups, write their posts in their accounts, share their thoughts on blogs or vlogs(video blogs).

Arnstein (1969) Ladder of citizen participation



Georg

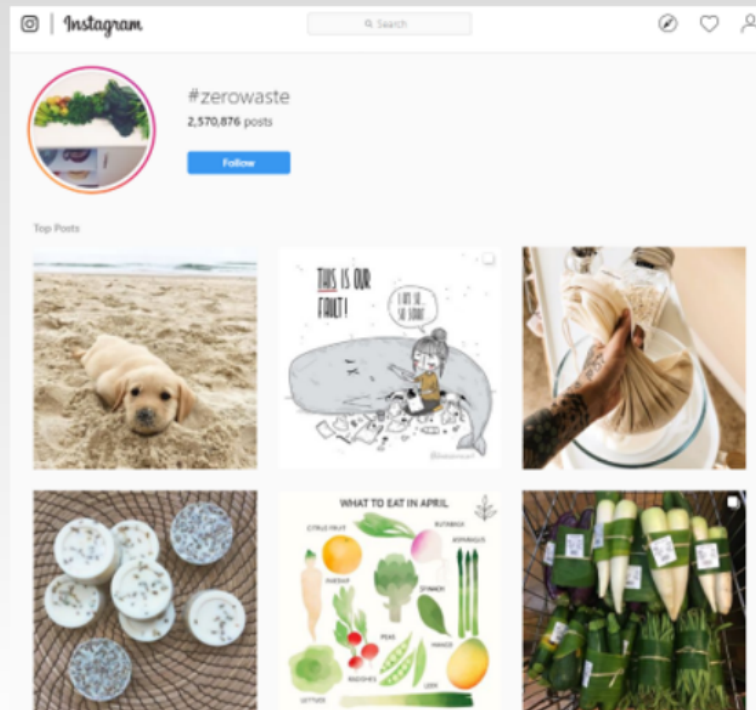
As an example to illustrate ladders, we can take **Zero Waste Movement**, which only uses recyclable or self-destructive materials.

NO POWER or absence

Without knowing anything about zero waste, a person begins to collect material to go into the problem. Uses forums and Facebook group to process the information.



MANIPULATION and **THERAPY** are both non participative. The aim is to cure or educate the participants. The proposed plan is the best and the job of participation is to achieve public support through public relations.



INFORMING is the most important step to legitimate participation. But too often the emphasis is on one-way flow of information. No channel for feedback.



BOOK TALKS STORE BLOG CONTACT

BULK FINDER

FROM A BLOG TO A MOVEMENT



Think waste-free living is depriving, time consuming, costly, or simply reserved for hermits living in the boondocks? Think again! With a blog turned bestselling book and talks throughout the world, my family and I have debunked those misconceptions and inspired a global movement. Join us and hundreds of thousands of others in enjoying a richer life based on experiences instead of stuff!

Social Media
ICON
350K+
followers

Bestselling
AUTHOR
25+
languages

World Renowned
SPEAKER
60+
countries

Lifestyle
EXPERT
100+
TV features

“Refuse, Reduce, Reuse, Recycle, Rot (and only in that order) is my family's secret to reducing our annual trash to a jar since 2008

Bia Johnson

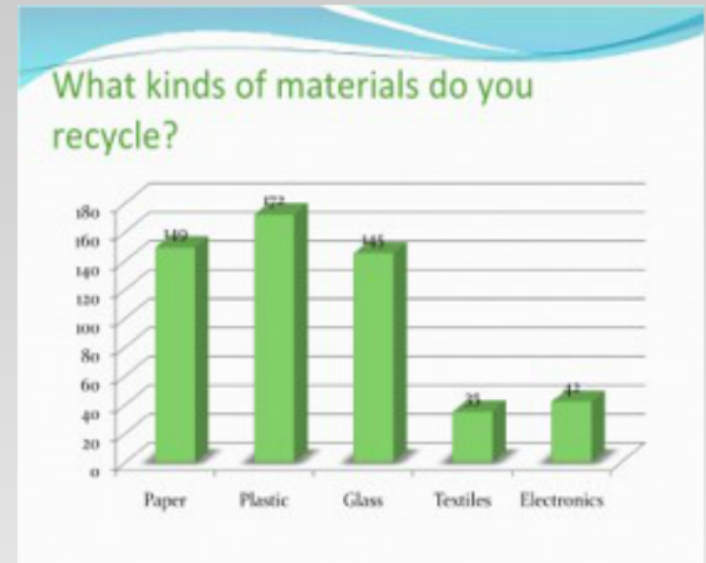
The degree of tokenism

Trying to promote the problem with friends in a circle of minds.
Wanting to attract more people, surveys and experiments
www.youtube.com/watch?v=K9ojpJBSTw8



CONSULTATION a legitimate step attitude surveys, neighbourhood meetings and public enquiries. But Arnstein still feels this is just a window dressing ritual.

PLACATION - as an example, co-option of hand-picked 'worthies' onto committees. It allows citizens to advise or plan ad infinitum but retains for power holders the right to judge the legitimacy or feasibility of the advice.



Citizen's power degrees

Joint projects with the authorities, international resolutions

The Upside
India

The man who paves India's roads with old plastic

Indian chemistry professor shows that repurposed plastic can be good for the environment

Kamala Thiagarajan in
Madurai

Mon 9 Jul 2018 05:00 BST

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▲ Dr Rajagopalan Vasudevan, dean and professor of chemistry at the the Thiagarajar College of Engineering in the South Indian city of Madurai. Photograph: Kamala Thiagarajan/KTI

At 73, Dr Rajagopalan Vasudevan is roughly as old as the mass production of **plastic**. But that is not the reason why the chemistry professor has a soft spot for the much-maligned material.

"Plastic isn't the problem," the venerable scientist says in his office in the southern Indian city of Madurai. "We are. Plastic wouldn't clog our oceans or our landfills if we didn't throw it there in the first place. And there is so much we can do with it instead."

www.theguardian.com

PARTNERSHIP - the power is in fact redistributed through negotiation between citizens and power holders. Planning and decision-making responsibilities are shared e.g. through joint committees.



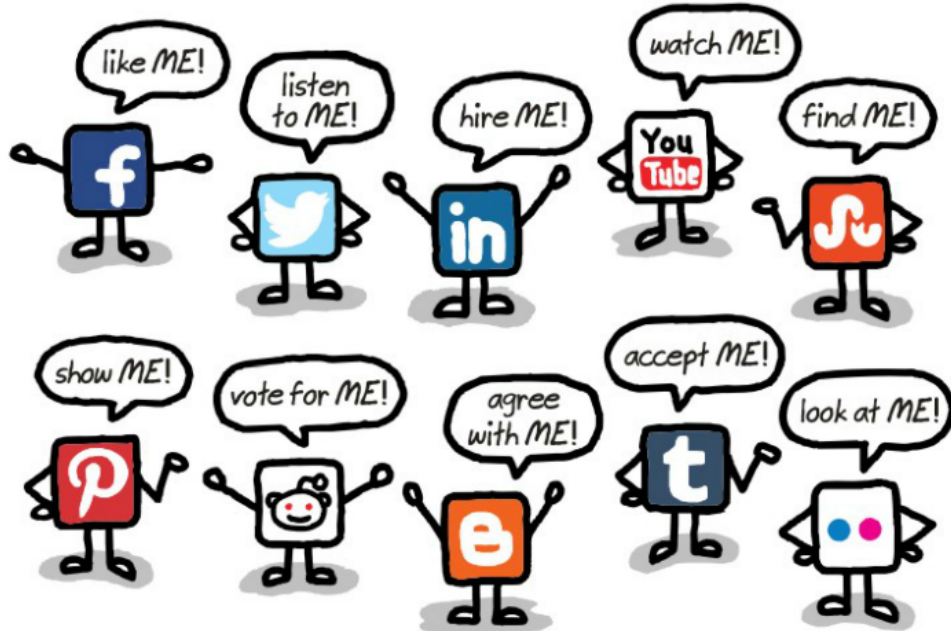
DELEGATED POWER - when citizens hold a clear majority of seats on committees with delegated powers to make decisions. Public now has the power to assure accountability of the programme to them.



CITIZEN CONTROL - handles the entire job of planning, policy making and managing a programme e.g. neighbourhood corporation with no intermediaries between it and the source of funds.

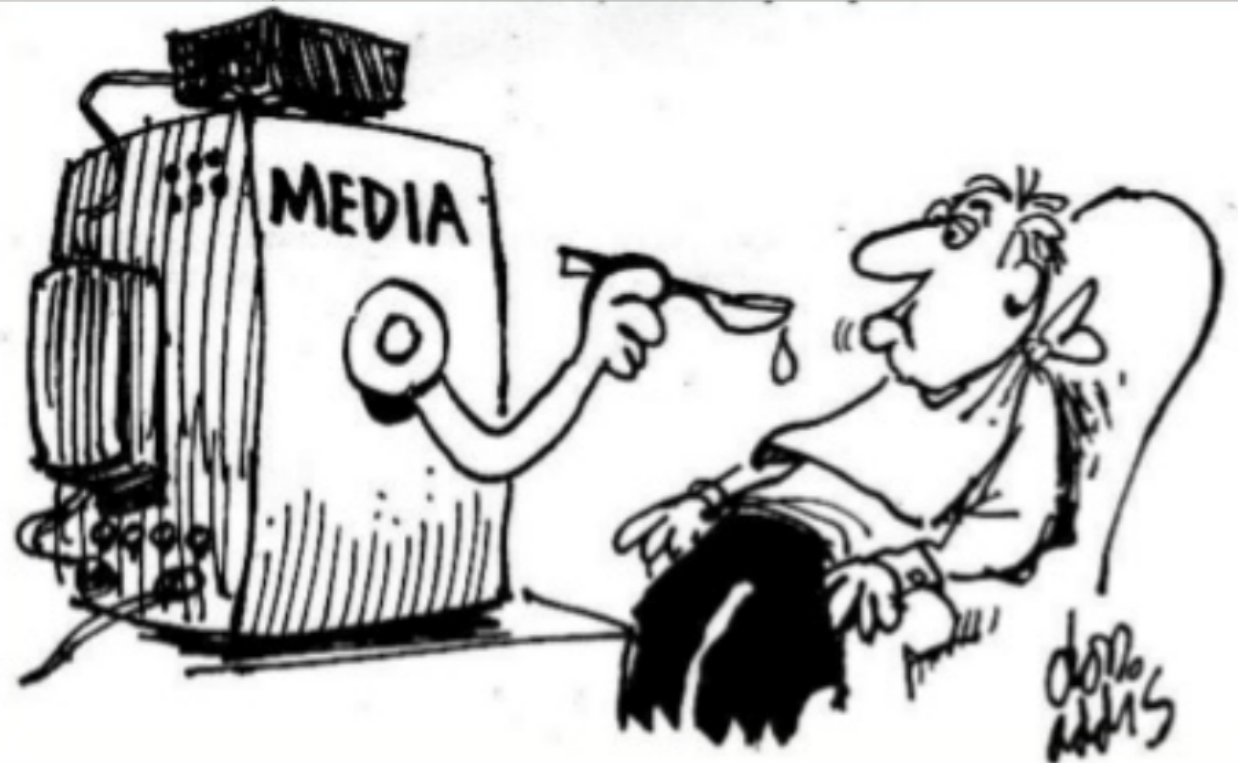


Social Media



Mass media manipulation methods are types of distraction, on the assumption that the public has a limited attention span.

Media is technology that facilitates the sharing of ideas and thoughts.



Task/reflection

In social media, you could find a lot of topics that interest you. Choose one that addresses important issues and forces the environment to get involved. Then, using the civic consciousness diagram presented and discussed in the presentation (according to Arnstein), prepare a project together with your friends, during which you will not only bring the topic to your colleagues, but also engage in social action, in accordance with the scheme - you will present the highest level of civic awareness.



Reference

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List of illustrations

- https://www.google.it/search?sa=G&hl=it&q=geri+d%C3%B6n%C3%BC%C5%9F%C3%BCmle+ilgili+g%C3%B6rseller&tbn=isch&tbs=simg:CAQSkwEJtT7Te-iRDzcahwELEKjU2AQaAAwLELCMPwgaYgpgCAMSKL0CoQmVCpYKoAnyBr4CrgKaCullmCmhNLM9lynAPZwpuiiWKZo9_1zMaMGJbazKp9GSEiif6bEvlN9UZEqAw2lp6L04V9vSPPaE5p2BU0Eg8Y7WnO4FdXYx5DyAEDAsQjq7-CBoKCgglARIEtuCJxAw&ved=0ahUKEwj2uI7g78jiAhWMw8QBHe9SB0sQwg4IKygA&biw=1366&bih=657#imgsrc=1c8ryYASYSMd1M:
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