

e-Mobility / Media Literacy: social & cultural aspects

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Research Projects

- **ITE** – Intern. and Innov. in Teacher Education
 - **EDUVINET** – Education via Networks
 - **EDUCAUNET** – Critical Educ. Internet
- **GOCAL YOUTH** – Intercultural Youth Media
- **MEDIAPPRO** – Media Appropriations by Y. E.
 - **EUROPEAN Charter for Media Literacy**
- **EUROPEAN Union - Media Literacy Expert Group**
 - **EUROMEDUC** - [<www.euromeduc.eu>](http://www.euromeduc.eu)

Media Literacy: an Education of Contents and Forms

From ? ICT ?

«Multimiracle Landscapes»

to ? ITC ?

«Media Literacy Reality-Shows»!

Thessaloniki, June 2008, Vítor Reia-Baptista

Media Literacy

- New Environments of Media Exposure:
 - Digital, Virtual, Analogical, Real, ...
- Compound of Interdisciplinary Literacies:
 - Historical, Social, Artistic, Narrative, Technological, ...
- Inform. Society <> Society of Spectacle/ Knowledge:
 - Internet, TV, V.Games, Mobile-Ph, Cinema, Music, Press, Literature, ...
- Communication Processes <> Demands and Skills:
 - Scripto, Audio, Video, Photo, Interactivity, On-Line, Off-Line, ...
- Teaching Society <> Learning Society:
 - Individual and Social Cognitive/Pedagogical Effects - **Literacy Effects**

Learning Society → Literate Society

- **Media Education** –
 - **Pedagogy of the Media** –
 - **Media Literacy**
- **From** (old) (e-M & W.C.)
Learning Methods and Learning Possibilities
- **To** (new) (e-M & W.C.)
Learning Environments (aware of Pedagogical Effects):
Exposition Awareness; Selective Assessment; Cultural Context; Critical Thinking; Creative Expression.



Mediappro (2006)

50 millions young Europeans
(12 -18) are on line

What do they do ?

What do we do ?

What to do ?



Research method

- - **7393 questionnaires** (+/-900 per country - 63 questions)
 - « representations, attitudes, behaviours »
- - **Interviews** (+/- 25 per country)
 - « How did young people, aged from 12 to 18 build their own vision of the internet ?»
 - «What were their appropriations of New Media?»

Countries

- Belgium
- Denmark
- Estonia
- France
- Greece
- Italy
- Portugal
- Poland
- United Kingdom



Internet was used far more at home

22% of young people said that they never used the Internet at school

(Belgium 42% ; Denmark 6%).



Mobile Phones

- 95% of young people had their own mobile phones.
- They were more likely to send text messages (79%) than to call (65%).
- The main use of phones was for communication with **friends** (first) and **home** (second).

Mobile Phones in Europe (2006)

- Denmark 98%
- Italy 97%
- Estonia 96%
- U. K. 95%
- Belgium 94%
- Greece 93% Portugal 93%
- Poland 90%
- France 87%



Greece

- Students, parents and teachers seemed to be unaware of many risks/challenges in the Internet. Besides, the Internet was not a common practice at school or at home and students preferred mobile phones because of their privacy.
- Parents and Teachers were mostly absent from all new technological communication events. Parents' interest seemed to be mostly financial, as they were more concerned about receiving large bills than with content and form within these new communication environments.

PORTUGAL

- All schools had internet access,
while 70 % had internet at home.
- 42% used internet daily at home,
while **only 5% used it daily at school.**
- 100% of those that had mobile phones used sms services abundantly .



Register with this site

Registration is free, and allows you to participate in all the activities facilitated on this website (sign the Charter for Media Literacy, contribute to discussions, and send in news about your own activities)

[Register here](#)

Your page

login:
password:

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Search this website

See also



Welcome to the Charter website

The Charter for Media Literacy exists to support the establishment of media literacy across Europe. By signing the Charter, organisations and individuals endorse a specific definition of media literacy, and commit to actions that will contribute to its development. The Charter thus facilitates consensus and networking amongst those working for media literacy in different countries across Europe. This website holds a database of Charter signatories, which can be searched by country, media sector and education sector. The Charter is also available in other languages.

After registering with the site you can sign the Charter online, participate in discussions, and explore the site resources which comprise links, archive and research listings.

Latest news

Conference: "The problematic nature of writing for children"
MediaEducation.bo Cultural Association and the Company Teatro dell'Argine of San Lazzaro di Savena ([Read more](#))

"Witch", the most recent Disney's success.
"Witch", the most recent Disney's success. A pedagogic study on the models and values of the magaz ([Read more](#))

Latest discussions

libraries/librarians and media literacy
Hello

I am the Film Studies Librarian at Kingston University and am currently carryin ([Read more](#))

Latest signatories

- 12-11-2006 : [Mohsen Saadatmand](#)
Finland
- 06-11-2006 : [fischer](#)



The European Charter for Media Literacy

How to sign the Charter

If you support the principles expressed in the Charter, please sign it! When you go to the signing page, you will have to opt for being just one of the following types of signatory:

- A supporter – an individual who endorses the Charter's principles and wishes to be publicly associated with the Charter;
- A sponsor – an organisation that endorses the Charter and signals its readiness to provide in-kind or financial support to initiatives undertaken by other signatories;
- A provider – an organization that will commit to programmes of activity under the terms of the Charter







Clauses 4 and 5 of the Charter are more likely to be endorsed by Providers; if you are signing as a Supporter or Sponsor you have the option of deleting all or part of these clauses. If you sign as a Provider, you are encouraged to publish your Action Plan for Media Literacy on the website, thus enabling and encouraging dialogue and partnerships. If you sign as a Supporter or a Sponsor, you do not have to publish Action Plans, although you can provide details about yourself or your organisation if you wish.

ALSO AVAILABLE IN...

- French
- English
- Portuguese
- German
- Spanish
- Swedish
- Italian
- Catalan
- Romania
- Galician

YOUR PAGE

In the Name of Literacy

- Media Education  Media Literacy
- Educação para os Media  Literacia dos Media
- Éducation aux Médias  Éducation aux Médias
- Educación en Medios  Alfabetización en Medios
- Medienpädagogik  Medienkompetenz
- Mediekunskap  Mediekompetens
 - media(i)literacy – e-mobility (imobility)

- [Media Literacy](#)
- [Expert Group](#)
- [Activities and programmes](#)
- [Consultation](#)
- [Global perspective](#)

Media Literacy :: Expert Group

The Media Literacy Expert Group

Downloads

-  [Expert group members](#)

The Commission has been requested to launch an initiative on Media Literacy by the European Parliament (during the hearings of Commissioner Reding before taking up her new mandate, as well as in the Weber Report on the transition to digital TV) and the industry together with a number of Member States.

This group has been therefore set-up with the aim to analyse and define media literacy objectives and trends, to highlight and promote good practices at European level and propose actions in the field. In particular, certain issues should be highlighted such as the importance of promoting the protection of children, young people and human dignity in the media and support the creation of a media environment appropriate for citizens' social, educational and cultural needs. Also, working on the development of reliable means of evaluation is fundamental.

The group is composed of a number European media literacy experts including a mix of different competences

The group aims to analyse and define media literacy objectives and trends, to highlight and promote good practices at European level and propose actions in the

Audiovisual and Media Policies - Media Literacy | Europa - Mozilla Firefox

Ficheiro Editar Ver Histórico Marcadores Ferramentas Ajuda

http://ec.europa.eu/avpolicy/media_literacy/index_en.htm

Mais Visitados Começar Aqui Últimas Novidades

Audiovisual and Media Policies - Medi...

Important legal notice

Audiovisual and Media Policies

European Commission > Audiovisual and Media Policies

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Media Task Force Regulatory Framework Other Actions MEDIA Programme Media Literacy External Policy Info Centre

Media Literacy

Media Literacy

Media Literacy

- Expert Group
- Activities and Programmes
- Communication
- Consultation
- Studies
- Global Perspective

Media Literacy

Media literacy is the ability to access the media, to understand and to critically evaluate different aspects of the media and media contents and to create communications in a variety of contexts.

Media literacy relates to all media, including television and film, radio and recorded music, print media, the Internet and all other new digital communication technologies. It is a fundamental competence not only for the young generation but also for adults and elderly people, for parents, teachers and media professionals. The Commission considers media literacy as an important factor for active citizenship in today's information society.

Commission actions

The Commission's initiative on media literacy responds to requests by the European Parliament and industry together with a number of Member States. At the end of 2007, the Commission adopted a **communication on media literacy** which adds a further building block to European audiovisual policy and links to the provisions of the **Audiovisual Media Services directive (AVMS)**. Article 26 in this directive introduced a reporting obligation for the Commission on levels of media literacy in all Member States. In 2008, the Council and the European Parliament adopted respectively conclusions and an own initiative report on media literacy.

Commission RECOMMENDATION

The Commission has come forward with a recommendation on media literacy:

The way we use media is changing and the volume of information we get today is enormous.

http://ec.europa.eu/avpolicy/index_en.htm

Audiovisual and Me... emobility Microsoft PowerPoi... PT



Second European congress on media literacy

Italy, Bellaria, 21-24 October 2009



English

[Homepage](#) • [Programme](#) • [Publications](#) • [Press](#) • [Contact](#)

A European congress on media literacy

Bellaria, Italy, 21-24 October 2009

The first European Congress on Media Literacy brought together people in Media Literacy in Belfast in 2004. Euromeduc organised a second congress for further exchange and reflection, addressed to professionals, researchers and other practitioners involved in media education; policy-makers in education and politics; and representatives from the media industry and the European institutions.

The congress provided an opportunity for exchange in order to address the major issues concerning Media Literacy in Europe, at a time when this field is gaining in appreciation. It produced education recommendations and suggestions for action.

The congress followed three recently held seminars (in Paris, Brussels and Faro), the proceedings of which are available on line on this site. The results of the seminars and the Congress have been published. This publication can be obtained from partners (see contact section) or can be downloaded below:

Proceedings of seminars

Media production by young people and media literacy

Paris, 30 June – 2 July 2008

Lifelong Media Learning: innovative practices outside school

Brussels, 17-19 November 2008

Media literacy and appropriation of Internet by young people

Faro, 16-18 February 2009



Idea box

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EuroMeduc

Media Literacy in Europe
Controversies, Challenges and Perspectives



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