

Everyone is talking about media literacy. Who takes responsibility?

Online seminar, 19-21 April 2020

Start Monday 19 April, 14:00

End Wednesday 21 April, 11:30

Hosts

Gerhild Schutti (bifeb)
Helmut Peissl (COMMIT)

Moderation

Jeffrey Wimmer (University of Augsburg)

Experts

Alton Grizzle (UNESCO, Paris), Maria Donde (OFCOM/EPRA, London), Martina Chapmann (Media Literacy Ireland, Dublin), Elaine King (near tv, Dublin) and other representatives of media education institutions in Austria and Europe.

Need for bundling MIL initiatives and activities in Austria

The call for more **media and information literacy** comes not only from professional circles, but also from European and international organisations. Media and education policy is called upon, but especially adult education.

Media & Information Literacy (MIL) networks in Belgium, Ireland, Norway, the UK and other countries are instrumental in connecting stakeholders, raising awareness of the need for and increasing the presence of relevant educational provision.

Concepts and activities want to be made visible, discussed and enriched with ideas in a common place. If you want to take responsibility for this, you have come to the right place, because this seminar offers you the opportunity for international exchange and policy learning: You will get to know the MIL concept of UNESCO, the concept of Critical Media Literacy as well as experiences and strategies of national MIL networks and together you will work out the basics for establishing a MIL network in Austria.

UNESCO's Media & Information Literacy (MIL) concept addresses the central role of information and media in democratic societies: As producers and users of information and media content, citizens should be empowered to understand the function of information and media, to critically evaluate their content and to make informed decisions.

The concept of **Critical Media Literacy (CML) according to Douglas Kellner et al.** is based on the realisation that media relations always represent political power relations. Consequently, a contemporary teaching of media literacy must also deal with central aspects of social disadvantage and address the role of the media. The intersectional perspective illustrates that forms of oppression and discrimination cannot simply be strung together but take on meaning in their interconnections and interactions. CML thus also stands for a certain attitude: *In a mediatised and datafied society, educational work must consciously and continuously deal with the political role of media.*

In recent years, the **European Platform of Regulatory Authorities (EPRA)** has promoted the **establishment of national MIL networks** in the Council of Europe countries and encouraged the networking of education actors, media managers and other stakeholders. To this end, a special task force was set up to pool experience from national MIL networks and to strengthen thematic exchange between the Council of Europe countries. A new, expanded platform is now to structurally integrate experts outside the regulatory authorities into this work.

Working languages

Inputs and discussions of the seminar will be in German and English. The afternoon of 19th and the morning of 20th April will be held mainly in English.

The event is offered via the conference platform ZOOM.

Programme

Monday 19 April

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| 14:00 -14:30 | Welcome, introduction of the programme, introduction of the participants, Introduction of the network idea |
| 14.30 - 15.30 | Keynote 1: Alton Grizzle (UNESCO, Paris) Background and claims of UNESCO's MIL concept - followed by Q&A-session & discussion <i>Coffee break</i> |
| 16.00 - 17.30 | Presentation: Jeffrey Wimmer (University of Augsburg) Critical Media Literacy in times of disinformation Keynote 2: Maria Donde (EPRA/OFCOM) Media regulators efforts in supporting national MIL-networks - followed by Q&A-session & discussion |
| 17.30 - 17.45 | Summary of the day |
| 19.00 | Get together (on Wonder.me) |

Tuesday 20 April

9:00 – 9.15 Welcome - Review of Day 1

9.15 – 10.15 Presentation and discussion: **Looking across borders 1: Germany**
Jochen Fasco (Director of TLM and Representative for Media Literacy of ALM) **Media Literacy as a key in education and democratic participation**

Coffee break

10.45 – 12.15 Presentation and discussion: **Looking beyond borders 2: Ireland**
Martina Chapman (expert at Media Literacy Ireland - MLI), **Isabelle Courtney** (tbc)(public librarian, member of the Training and development subgroup of MLI), **Elaine King** (near tv, steering committee MLI)

Lunch break

13.30 – 14.30 Short introductions and presentations of key actors for Media and Information Literacy in Austria

Coffee break

14.45 – 15.30 Group work 1: **Deficits/best practices** in MIL mediation and implementation

Coffee break

15.45 – 16.30 Group work 2: **Wishes and demands** on a MIL network in Austria? What does it need to work successfully?

16.30 – 17.00 Reports from working groups and summary of the day

Wednesday 21 April

10.00 – 11.30 Working group to develop next steps for the establishment of a MIL network in Austria: Who are potential partners and members? What resources do we need? Who will take over the coordination? How can/should the network be financed?

For contact and registration please visit us online:

<https://www.commit.at/veranstaltungen/details/alle-reden-ueber-medienkompetenz-wer-uebernimmt-verantwortung>

https://www.bifeb.at/programm/termin/calendar/2021/04/19/event/tx_cal_phpicalendar/alle-reden-ueber-medienkompetenz-wer-uebernimmt-verantwortung/