

SLEMBG

Lecture: SUSTAINABLE LANGUAGE
EDUCATION AND MEDIA LITERACY



“A European Approach to Media Literacy: Moving toward an Inclusive Knowledge Society” by Aviva Silver

- Technological change makes it possible for virtually all people to become not only consumers but also creators of media content.
- The media have become an increasingly powerful economic and social force and are accessible instruments for European citizens to better understand the societies in which they live and participate in the democratic life of their community.
- A higher degree of media literacy would definitely help our societies to fulfil the ambitious objective – become a more competitive knowledge economy and at the same time a more inclusive knowledge society.

“A European Approach to Media Literacy: Moving toward an Inclusive Knowledge Society” by Aviva Silver

«Media literacy» may be defined as the ability to access the media, to understand and evaluate critically their contents and to create communications in a variety of contexts. This definition is the result of the work of many different people (institutions, media professionals, teachers, educators) and it is built on three main elements:

- 1) access to media and media content;
- 2) critical approach, ability to decipher media messages, awareness of how the media work;
- 3) creativity, communication and production skills.

“A European Approach to Media Literacy: Moving toward an Inclusive Knowledge Society” by Aviva Silver

- Media literacy relates to «all media», including television and film, radio and recorded music, print media, the Internet and other new digital communication technologies.
- Media literacy is an extremely important factor for «active citizenship» in today’s information society, a real key prerequisite just as literacy was at the beginning of the twentieth century. It is a fundamental skill not only for the young generation but also for adults (elderly people, parents, teachers and media professionals).
- As a result of the evolution of media technologies and the presence of the Internet as a distribution channel, an increasing number of Europeans can now create and disseminate images, information and contents. In this context, media literacy is viewed as one of the major tools in the development of citizens’ responsibilities.

“A European Approach to Media Literacy: Moving toward an Inclusive Knowledge Society” by Aviva Silver

Media literacy refers also to the skills, knowledge and understanding to enable citizens to use media effectively. It should empower them through critical thinking and creative «problem-solving skills» to make them informed consumers and producers of information.

It also helps to counter the effects of disinformation campaigns and fake news spreading through digital media.

European Media Literacy Week

A high level of media literacy is a key factor in enabling citizens to make informed decisions in the digital age. Media literacy is a prerequisite for a vibrant, modern democracy. The European Media Literacy Week is an initiative by the European Commission to promote media literacy skills and projects across the EU. Media literacy stakeholders at national level are encouraged to organise their own events during or around this week, to celebrate and discuss media literacy.

RESOURCES:

Revision of the Audiovisual Media Services Directive (AVMSD)

<https://digital-strategy.ec.europa.eu/en/policies/revision-avmsd>

Council of Europe on Media and Information Literacy

<https://www.coe.int/en/web/freedom-expression/media-literacy>

<https://edmo.eu/media-literacy/>

<https://eavi.eu>