



EDUCATION IN MEDIA LITERACY

The need for a new Educational Paradigm and a pilot study due to the Lack of knowledge in media literacy in Europe

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Description of the proposal:

We decided to focus our proposal on the importance of media literacy in the education of children, who are the future adults and leaders of tomorrow. The developing of our ideas started from the definition of media literacy: “Media Literacy is the ability to access, analyse, evaluate and create media in variety of forms” and that it is: “a 21st century approach to education, which builds the understanding of the role the media plays in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy.”

According to this definition we found out that in each of our countries (Spain, Italy, Romania and United Kingdom) school curricula are just too focused on a traditional approach and they don't provide enough knowledge about media literacy. We decided to create curricula about media literacy that can be implemented in national school systems, of each country, and that can give to students the necessary instruments to face and to deal with new media.

Nowadays students will spend most of their life in a multitasking, fast and abundant flow of information but also misinformation and they need the tools to deal with it. Functional literacy needs media literacy as an inseparable part of our education. Media literacy has become a more important consideration in our children's future than ever. To solve this problem, we decided to propose a pilot study, to select at least 10 schools in some countries including ours. The schools can apply by themselves and then we select the schools. The ones that will be selected, and agree to add new subjects about media literacy in their curricula, will receive EU's funding for equipment and media related materials. The teachers will be trained by experts in the field about the use and misuse of the media and then, they will be able to teach it to their students.

The target groups of our Pilot Study will be students and teachers in schools. The exact age range of student would be decided later as this can be a useful tool in younger age ranges too.



The general society as well will be later influenced by this and so was selected as a target group also.

The stakeholders involved in the project will be: at the European level, EU institutions; at a National and Regional level: National/Regional level institutions and the Ministry of Education; at local level: Local authorities, mayors, principals of schools, local communities and associations (NGOs) and the teachers and students. Through this Pilot Study we want to evaluate media literacy in Europe in order to analyse the sustainability and the costs of the project and if it will be successful, it will be possible to extend it to other countries/schools.

The costs will be the items and equipment necessarily for the schools. The main goal of our project is to deal with fake news, to fight against hate speech and cyberbullying. We would like to give to the children basic skills of emotional education and critical thinking. We think that those skills can help children to develop good attitudes and interpersonal relationships, whilst also promoting the concept of life long learning. In conclusions we believe that the updating of a good educational system could raise the media literacy and could promote good behaviour and practices in media.

Last but not least, the increasing of media literacy could raise the economy of countries themselves too, because, many of the work activities nowadays are based on media and communication.