

EPRA PLENARY MEETING

5 JUNE - BUDVA

**MEDIA LITERACY WORKING
GROUP**

NATHALIE LABOURDETTE, EBU

**HOW TO EQUIP PEOPLE TO
PARTICIPATE IN ECONOMY,
CULTURE & POLITICS**



EUROPEAN BROADCASTING UNION



BIG THINKERS ON EDUCATION

WWW.EDUTOPIA.ORG/LIFE-SCREEN

GEORGE LUCAS

A COUNTRY
SURVIVES ON ITS
EDUCATIONAL
SYSTEM (..)

THE SOCIETY
THAT HAS A
GREAT
EDUCATIONAL
SYSTEM
BECOMES THE
PROMINENT
SOCIETY

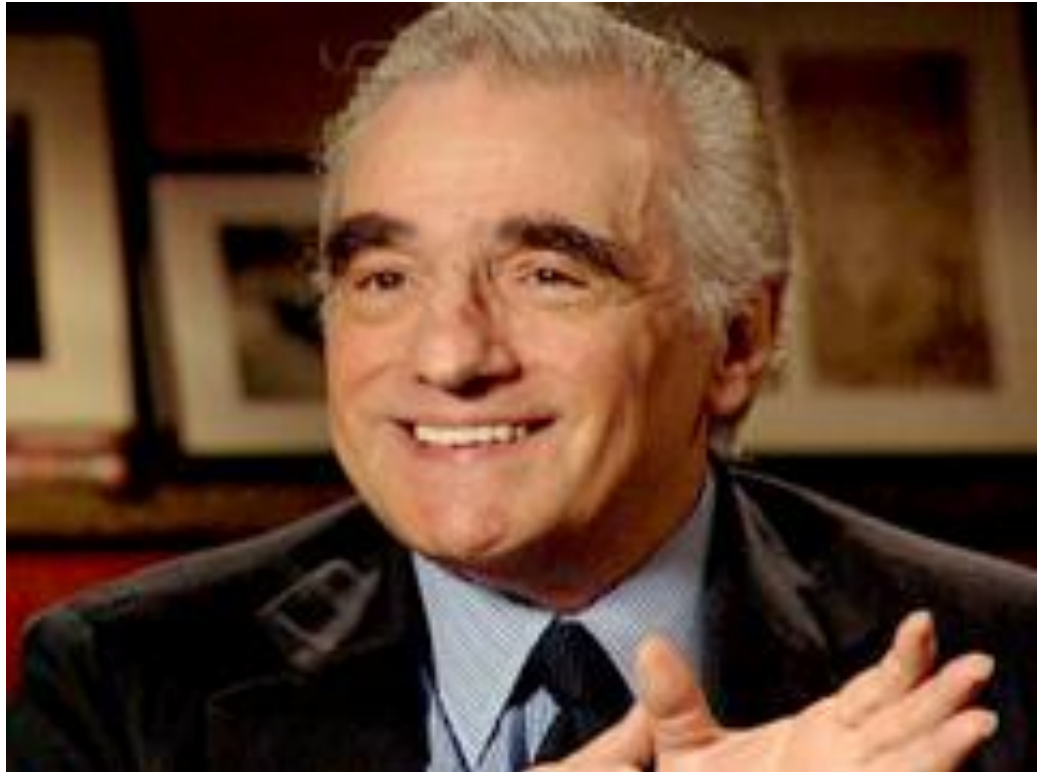


BIG THINKERS ON EDUCATION

WWW.EDUTOPIA.ORG/LIFE-SCREEN

MARTIN
SCORSESE

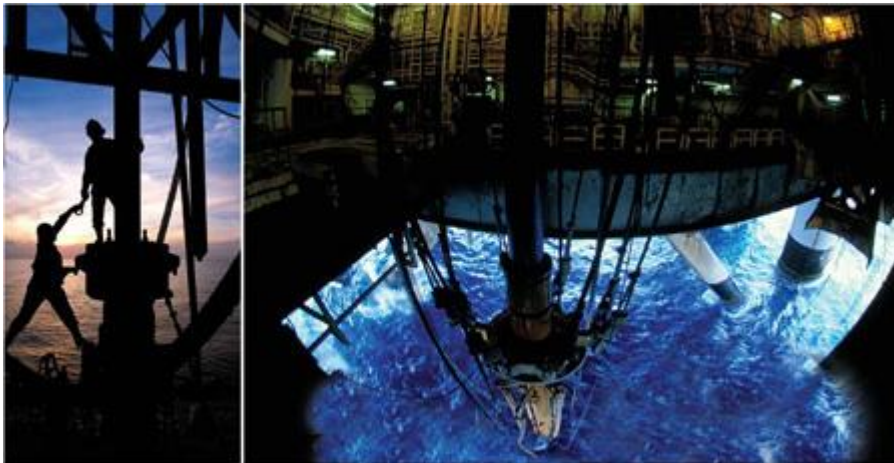
SO MUCH IN
TODAY'S
SOCIETY IS
COMMUNICATED
VISUALLY AND
EVEN
SUBLIMINALLY



LITERACY NOW HAS TO INCLUDE MEDIA CULTURE, COMMUNICATION & NEW MEDIA: DIGITAL WISDOM



© <http://www.hsunews.com/?cat=20>



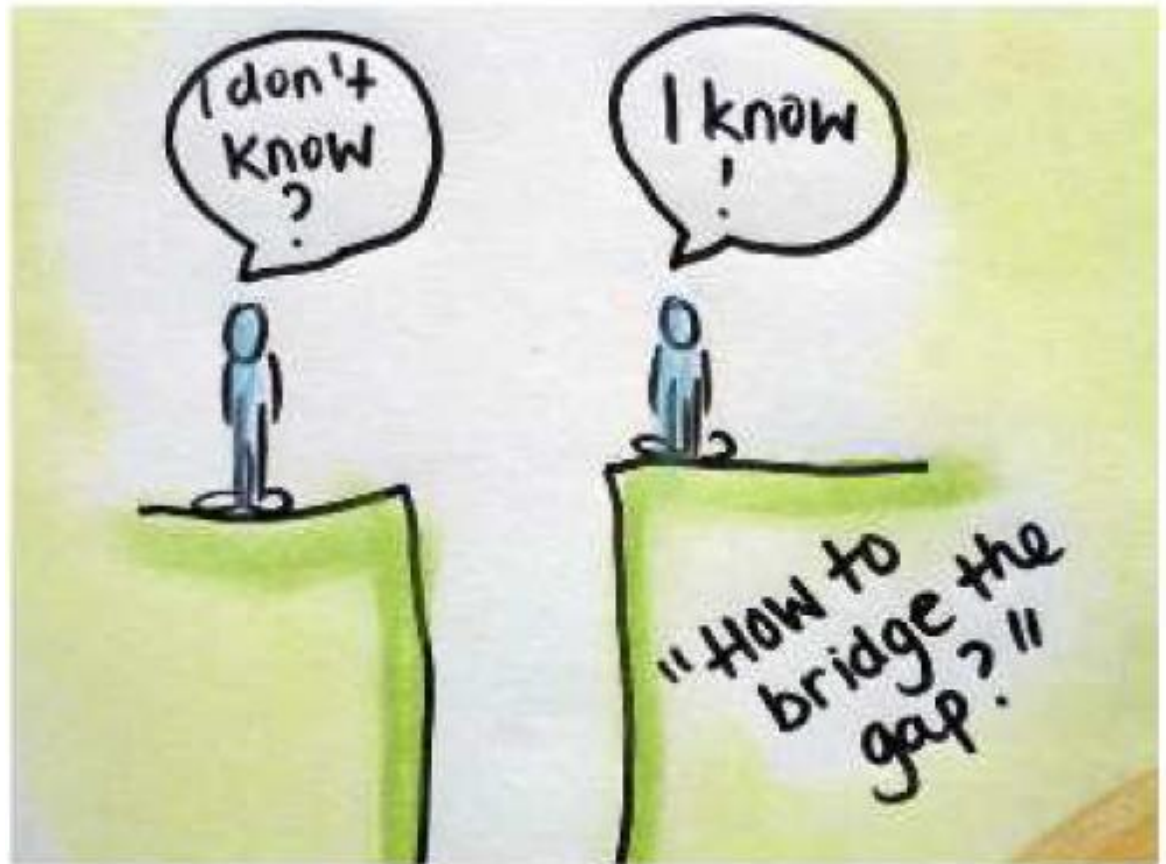
http://www.sbc.slb.com/Our_Work/Energy_Expertise/Deepwater/Case_Study_Acquiring_Deepwater_Skills.aspx

EDUCATION IS A LIFE LONG PROCESS : THE MEDIA HAVE A ROLE TO PLAY

ATTITUDES

SKILLS

KNOWLEDGE



PSM ARE NATURAL PARTNERS TO DEVELOP & IMPLEMENT MEDIA LITERACY

**01 PUBLIC SERVICE MISSION : PART OF PUBLIC
SERVICE REMIT**

**02 AUDIENCE REACH AND ENGAGEMENT:
PROGRAMMES ON ALL AVAILABLE SERVICES**

**03 ENGAGEMENT WITH THE AUDIENCE : SKILLS
& TRUST TO BECOME INFORMED AND ACTIVE
CITIZENS IN A MULTI-PLATFORM ENVIRONMENT**

**04 ENHANCE CREATIVE POTENTIAL AND
PARTNERSHIP**

EBU VIEWPOINT ON DML

1. INFORM AND EMPOWER CITIZENS TO DEMOCRACY

CRITICAL
THINKING

ANALYSIS

EVALUATION

CREATION



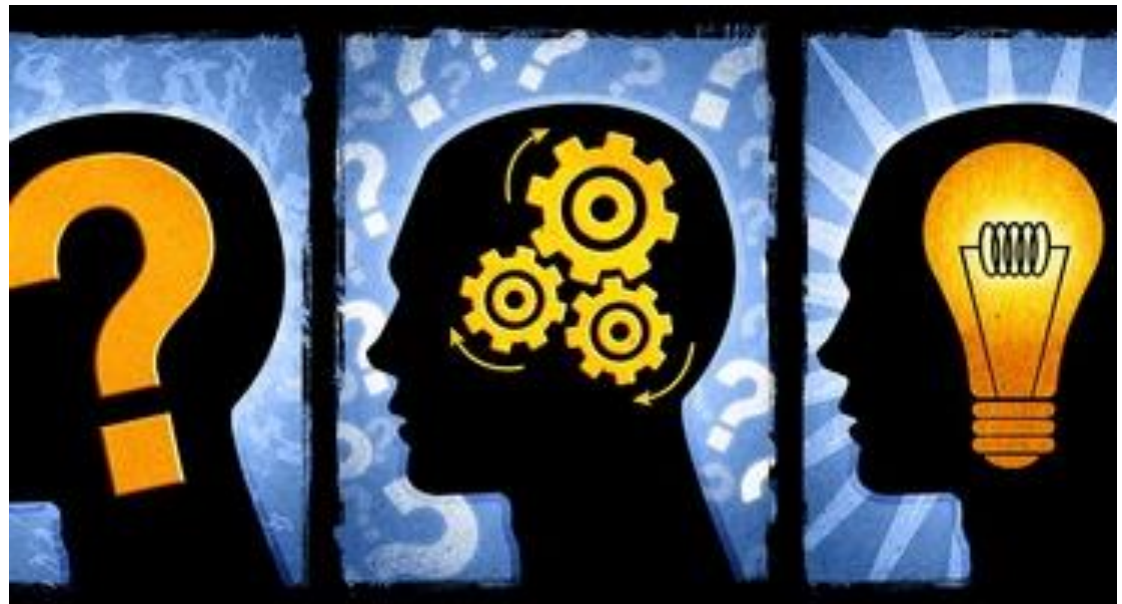
CRITICAL MEDIA LITERACY : ANALYSE RELATIONSHIPS BETWEEN MEDIA & AUDIENCES, INFORMATION & POWER

GAIN THE
CAPACITIES TO
FULLY PARTICIPATE
IN ONE'S CULTURE &
SOCIETY

AUDIENCE
DECODING

CONTENT &
MESSAGE

NON-
TRANSPARENCY



[HTTP://WWW.COPYBLOGGER.COM/CRITICAL-THINKING/](http://www.copyblogger.com/critical-thinking/)

RTBF : ON N'EST PAS DES PIGEONS (ONPDP) : A CONSUMER PROGRAMME IN EARLY- EVENING SLOT WITH A PUBLIC SERVICE

**FORMAT : PROXIMITY WITH
AUDIENCE & CHEEKINESS**

**BELGIAN CITIZENS: BE
INTELLIGENT CONSUMERS &
DEFEND THEIR INTERESTS**

**TECHNIQUES THAT THE
VIEWERS CAN PUT TO USE IN
THEIR EVERYDAY LIVES**

**ANALYSES THE MECHANICS
OF ADVERTISING LANGUAGE
THROUGH CONCRETE
EXAMPLES**



EBU VIEWPOINT ON DML

2. CREATE A TRUSTED SPACE

NURTURING
INNOVATION

ENGAGING
YOUNG
MINDS



ZAMBO BY SRF : CREATING AN ONLINE COMMUNITY FOR YOUNG AUDIENCES OF CHILDREN'S PROGRAMMING ON TV

ENGAGEMENTS
SKILLS

CONTENT
CREATION
SKILLS
(BLOGS, BEING
REPORTER)

CITIZENSHIP
SKILLS
(COMMENTING
ONLINE AND
ON AIR,
VOTING, ETC.)



EBU VIEWPOINT ON DML

3. BRIDGING THE DIGITAL DIVIDE

**DRIVING
UNIVERSAL
UPTAKE OF
DIGITAL
PLATFORMS**

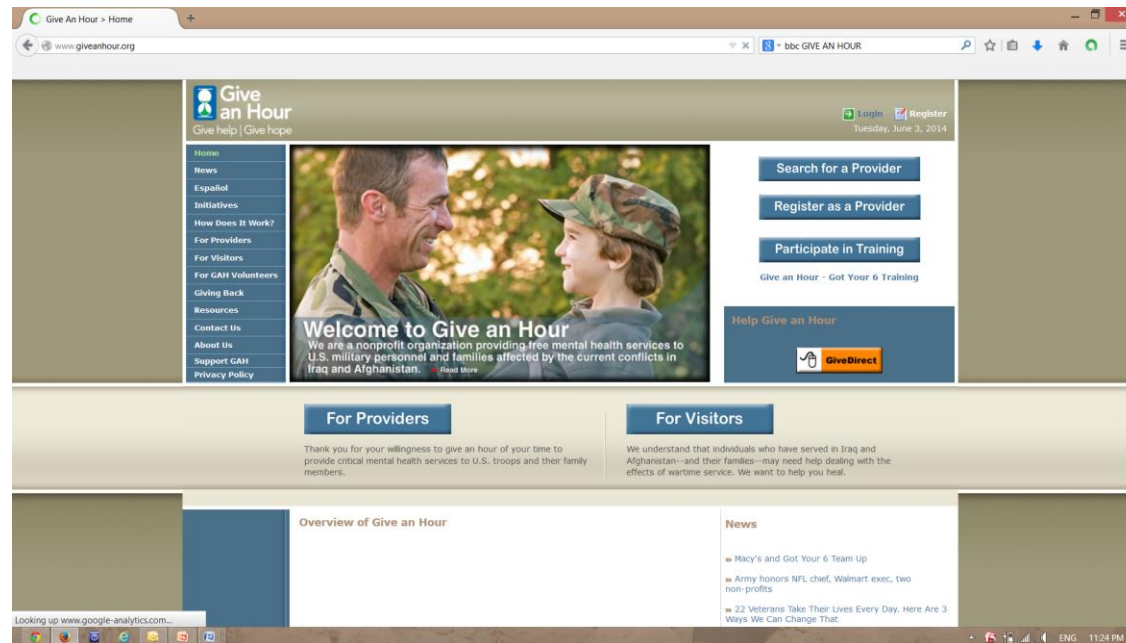
**QUALITY CONTENT
FOR ALL**



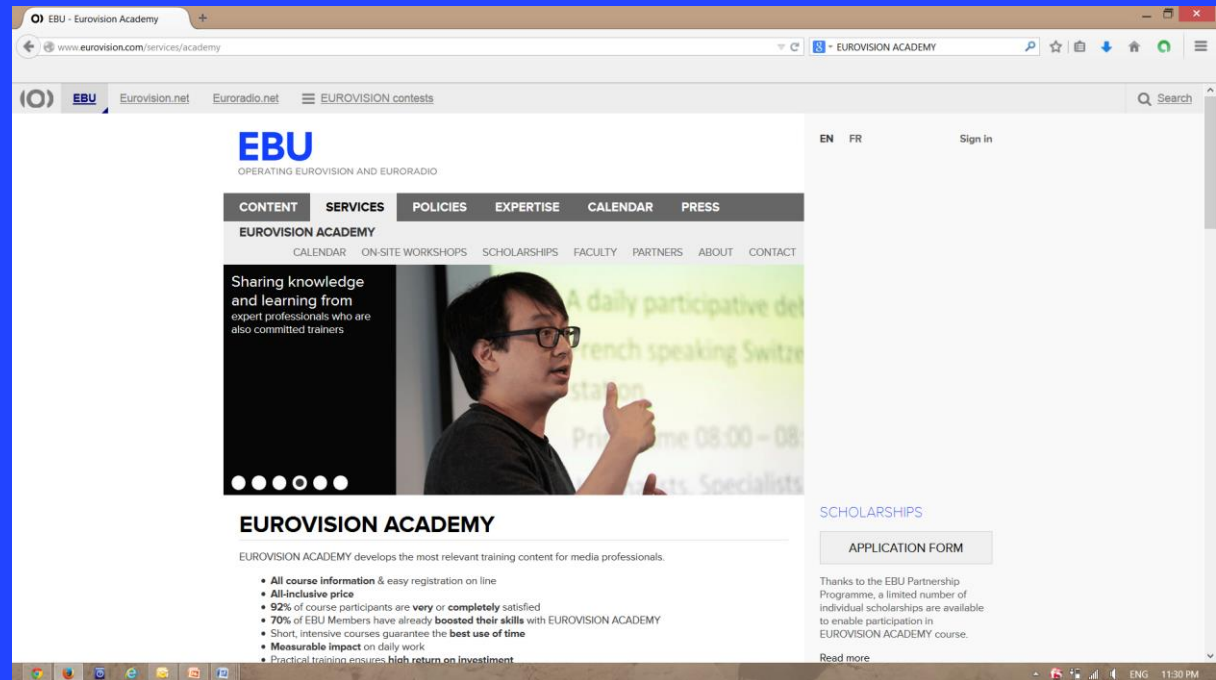
GIVE AN HOUR : GIVE HELP GIVE HOPE , BBC

BBC -LED MULTI-PARTNER CAMPAIGN

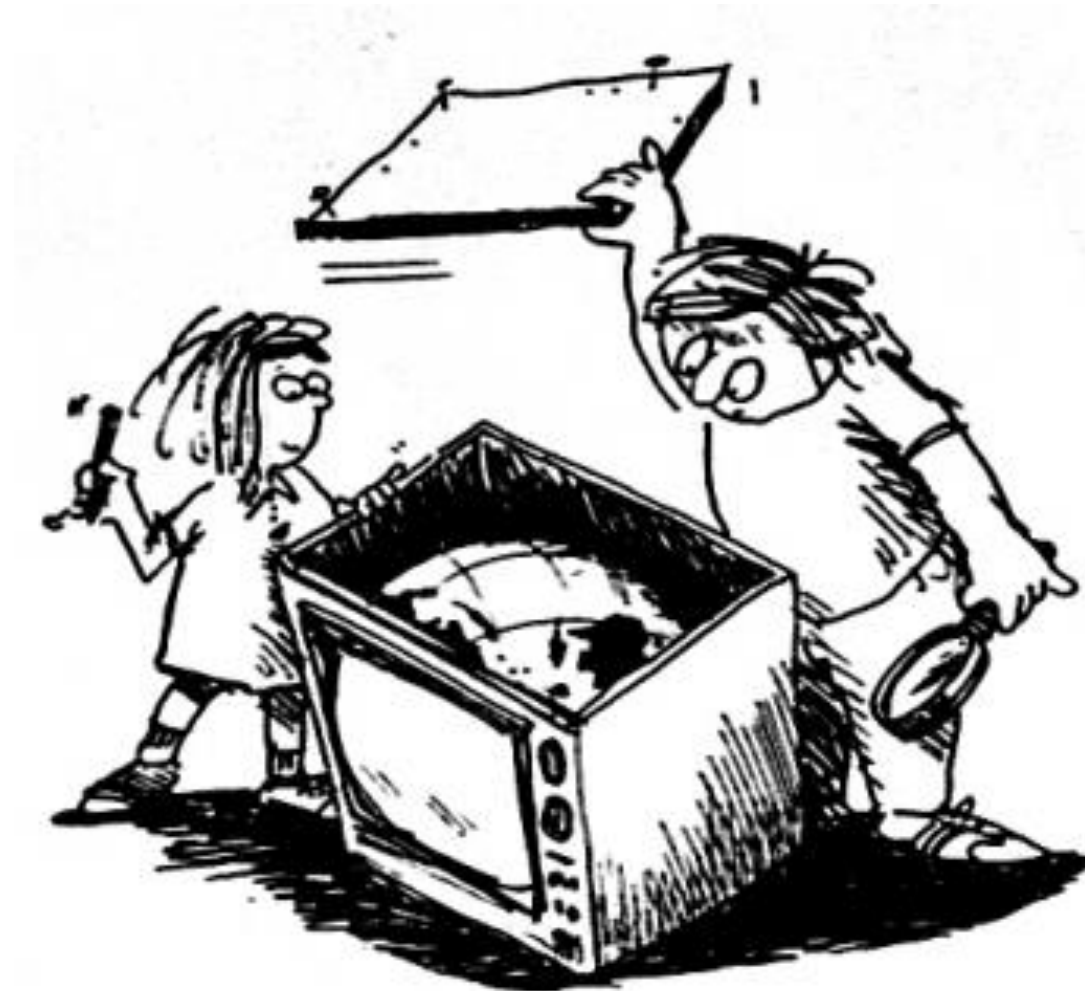
HELP OLDER PEOPLE
GET THE SUPPORT
THEY NEED ON AN
ON-GOING BASIS TO
DEVELOP A RANGE
OF DIGITAL MEDIA
SKILLS LINKED TO
GETTING ONLINE AND
MAKING THE MOST
OUT OF THEIR
ACCESS TO THE
INTERNET



EUROVISION ACADEMY : MASTER CLASSES TO HELP MEMBERS & THEIR PARTNERS TO DEVELOP MEDIA LITERACY STRATEGY



DML IS MORE THAN PANDORA BOX: A SAFETY NET FOR SMARTER AND ACTIVE CITIZENS



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**THANK YOU
THE DISCUSSION CONTINUES**
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