



Consell
de l'Audiovisual
de Catalunya

EMPOWERING USERS (MEDIA LITERACY)

EPRA WORKING GROUP 1
BUDVA, 5th June 2014



1. Responsibilities in media literacy

The public authorities and audiovisual media service providers shall contribute to the media literacy of citizens.

The Catalan Audiovisual Council (CAC) is and has been active in the promotion of Media Literacy on a voluntary basis:

- Drawing up codes of practice and recommendations.
- Conducting research (i.e. evaluating media skills).
- Promoting awareness of the need for media literacy.
- Setting / coordinating policies.

2. How does your authority fulfil this role ?

The CAC projects regarding Media Literacy are structured around four lines of action:

- a) Publications.
- b) CAC School Awards.
- c) Promotion of Research.
- d) Co-regulation and self-regulation.

2. How does your authority fulfil this role ?

a) Publications

White Paper: Education in the Audiovisual Environment

-The aim was to diagnose the issue and propose the most suitable treatment in order to correct any dysfunctions detected.



Quaderns del CAC,
extraordinary number.
November 2003

2. How does your authority fulfil this role ?

a) Publications

By the Forum for Audiovisual User Organisations



(amongst others)

- *The values in the contents of the programmes targeted to children and young people* (2002)
http://www.cac.cat/pfw_files/cma/forum/documents/Valors_en_la_programaci_infantil.pdf
- *Television and family, activities for the debate* (2006)
http://www.cac.cat/pfw_files/cma/forum/documents/televisio_i_familia_activitats_debat_definitiu.pdf
- *Publicity in the family environment* (2010)
http://www.cac.cat/pfw_files/cma/forum/documents/Publicitat_entorn_familiar_Activitats_debat.pdf

2. How does your authority fulfil this role ?

a) Publications

How to watch TV?

- Didactic guide for teachers with activities addressed to primary and secondary school students
- Volume 1: Fiction
- Volume 2: News programmes
- Volume 3: Advertising
- Volume 4: Talk Show, Sports, Contests and other formats



How to watch TV? 2005
4 volumes and DVD

2. How does your authority fulfil this role ?

a) Publications

Education in audiovisual Communication

- Establishes a basis both for:
 - criteria on which this education should be based.
 - dimensions that must be taken into account.



Education in audiovisual
communication

Quaderns del CAC, 25.
May-August 2006

2. How does your authority fulfil this role ?

a) Publications

Childhood, adolescence and media literacy

The monographic *Quaderns del CAC* (number 40) related to the *Media Literacy in childhood and adolescence* will be published next July 2014.

2. How does your authority fulfil this role ?

b) CAC School Awards (Premis El CAC a l'Escola)



- Since 2003.
- The purpose is to encourage students to develop the tools for critical reading of audiovisual content.
- Participants:
 - Category A: Primary and secondary school students (from 3 to 18 years old).
 - Category B: Teachers.

2. How does your authority fulfil this role ?

c) Promotion of Research

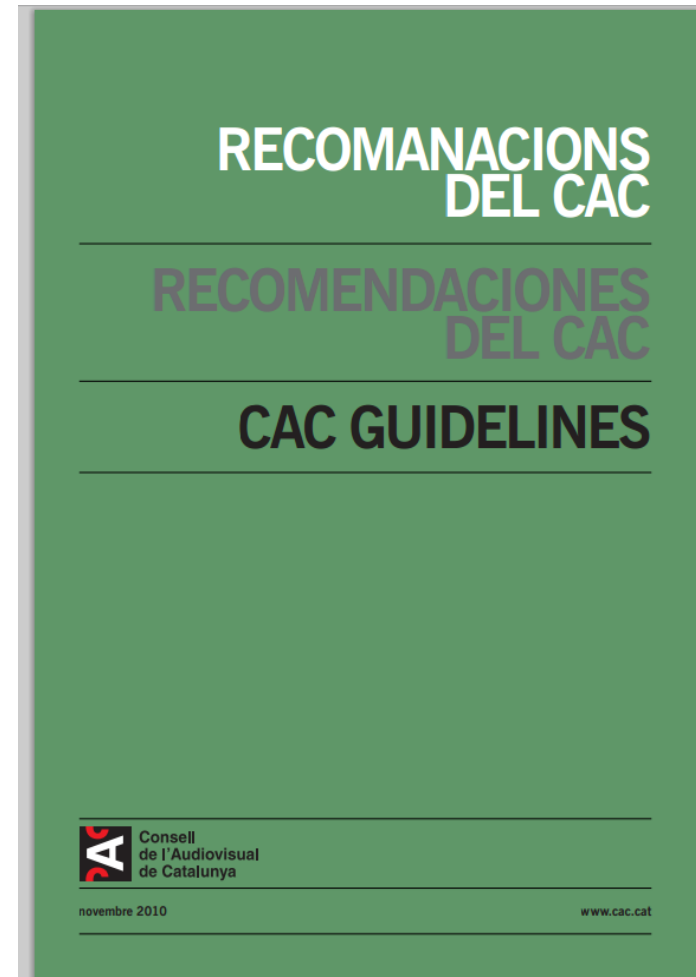
CAC research projects into audiovisual communication

- Open to projects about audiovisual communication, in the wide sense of the concept.
- Some of the projects that received grants deal with Education in Audiovisual Communication.
 - I.e.:
 - *A strategy for the media literacy in YouTube* (by Carmen Echazarreta)
 - *The documentary as an educative tool* (by Ramon Breu).

2. How does your authority fulfil this role ?

d) Co-regulation and Self-regulation

Up to now CAC has drawn up a list of recommendations which refer to the media treatment of immigration, personal tragedies, drugs, anorexia and bulimia, gender violence, the quality of the electoral information, trash television, toy advertisements on television...



3. Other organisations with media literacy policy/how do the different stakeholders in your country collaborate ?

- There are several initiatives, amongst others:
 - a) the department of Education of the Catalan Government: Xarxa XTEC (www.xtec.cat), more focused on Digital competences, like the mSchools program
<http://mobileworldcapital.com/en/page/67>
 - b) and associations (i.e. Drag Màgic, www.dracmagic.cat, Teleduca www.teleduca.org, elParlante www.elparlante.es, Aula Media www.aulamedia.org), more focused on media literacy.

3. Other organisations with media literacy policy/how do the different stakeholders in your country collaborate ?

- Agreement of collaboration between the Department of Education and the CAC (the agreement will be signed next 18th June 2014, the award day of the CAC School Awards).
 - The object of the agreement is to establish a collaboration framework between the CAC and the Department of Education with the aim to set up a plan to introduce communication education in the Catalanian educative community.

3. Other organisations with media literacy policy/how do the different stakeholders in your country collaborate ?

- The CAC interacts and partnerships with:
 - Universities
 - Civil society
 - Administration.
- At international level, the CAC has subscribed to a collaborative agreement with the Bayerische Landeszentrale für neue Medien, amongst others, to promote the elaboration of a good practice code for safe media use, targeted at the most vulnerable groups, specially the minors.

4. How do you measure the success of Media Literacy initiatives?

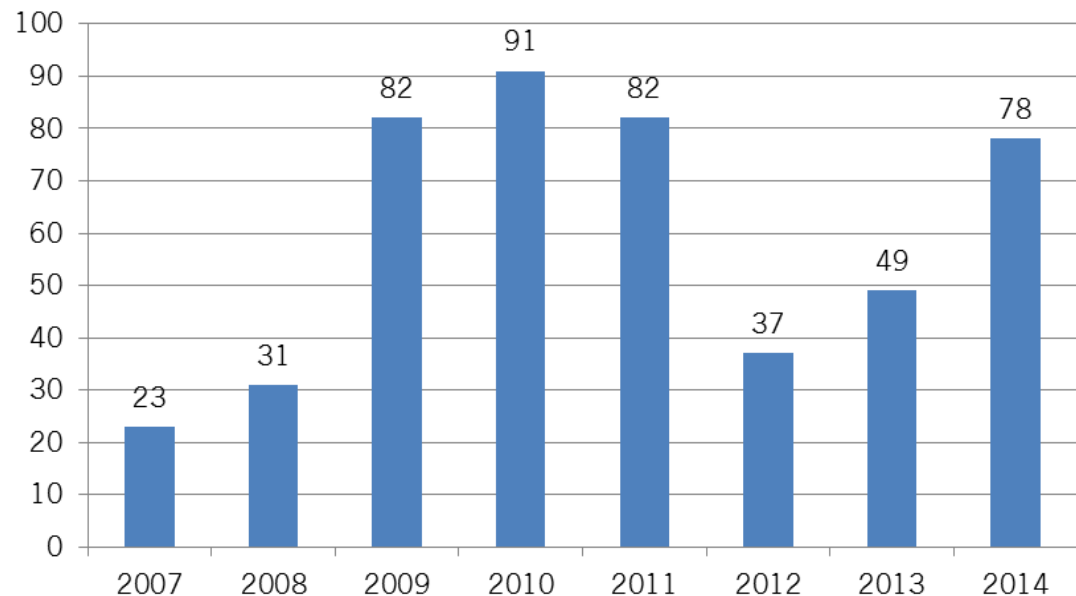
In the case of the CAC School Awards, there is a comparative analysis of the projects submitted, in the following terms:

CAC School Awards. Number of Education Centres and applications submitted. Period 2007-2013.

Edition	Number of centres	Applications submitted
V (2007/08)	28	31
VI (2008/09)	57	82
VII (2009/10)	59	91
VIII (2010/11)	59	82
IX (2011/12)	24	37
X (2012/13)	34	49
XI (2013/14)	53	78

Source: CAC

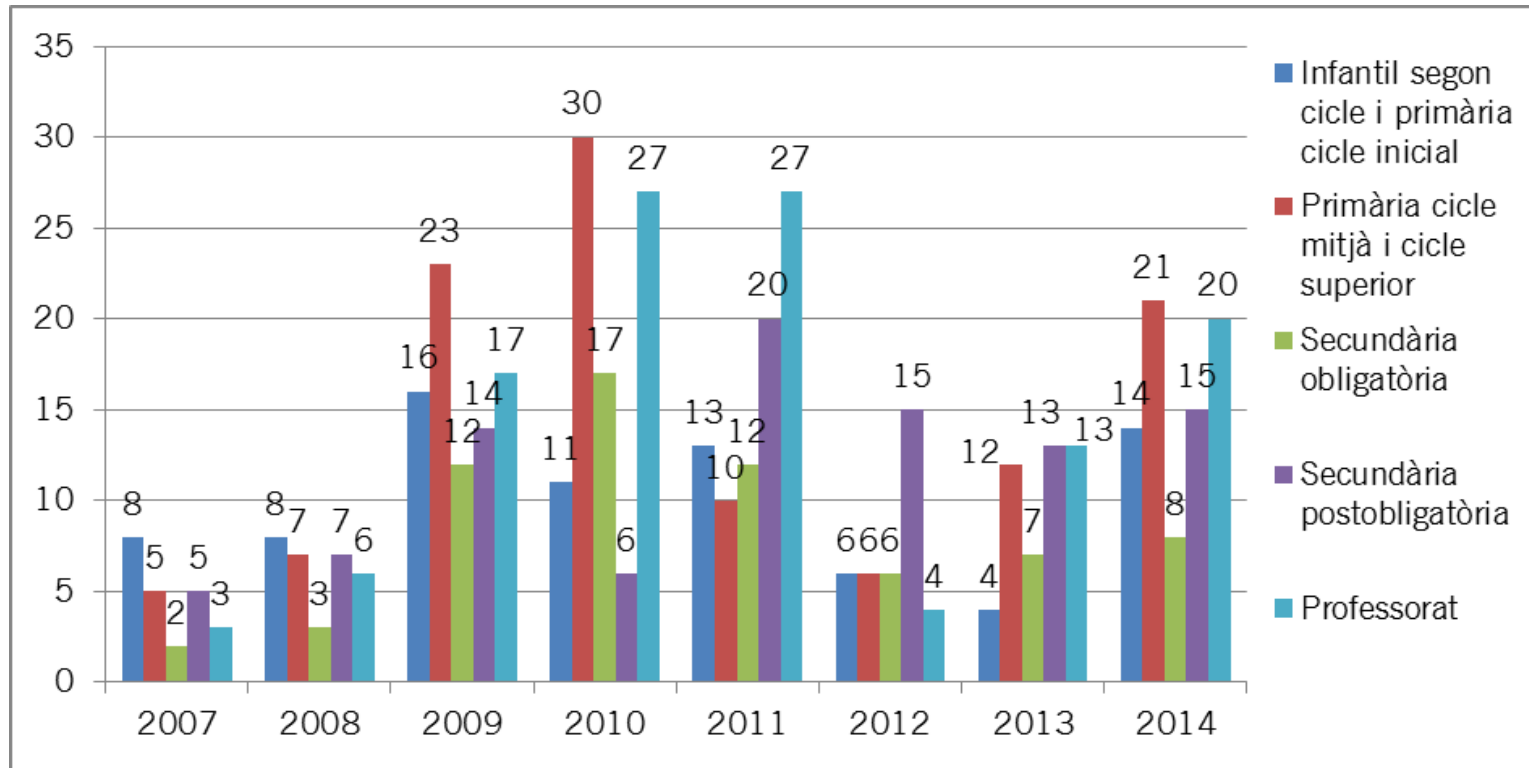
CAC School Awards. Number of applications submitted. Period 2007-2013.



Source: CAC

4. How do you measure the success of Media Literacy initiatives?

CAC School Awards. Number of projects submitted. Categories and subcategories distribution. Period 2007-2014



Source: CAC

5. Can you briefly outline a recent initiative project or piece of research ?

1. CAC School Awards

Main purpose: encouraging students from the schools to develop the tools for critical reading of the audiovisual languages.

Participants:

- **Category A:** Primary and secondary school students (from 3 to 18 years old).
 - Infant second cycle and primary first cycle education.
 - Primary education - Mid cycle and higher cycle.
 - Secondary obligatory education.
 - Secondary education.

- **Category B:** Teachers

XI

PREMIS EL CAC A L'ESCOLA

Categoria A:
Alumnat de centres educatius
Destinatari: L'alumnat de centres d'educació infantil, primària i secundària, pública i privada de Catalunya.
Temes
Els treballs han d'estar relacionats amb la incorporació de l'educació en comunicació audiovisual en el currículum, amb una incidència especial en la percepció, l'anàlisi i la producció en l'àmbit de l'audiovisual.
Categories
Educació infantil i 2n cicle i primària cicle inicial
Educació primària cicle mitjà i cicle superior
Educació secundària obligatòria i 1r i 2n cicle
Educació secundària postobligatòria
A primària i a secundària els treballs s'han de presentar en nom de la classe excepte a secundària postobligatòria, on també es poden presentar treballs de recerca realitzats pels alumnes de manera individual o en grup.
Premis
S'atorgaran 2 premis, per categoria, que es lliuraran a les escoles.
1r premi: 1.000 €
2n premi: 500 €

Categoria B:
Professorat
Destinatari: El professorat de centres d'educació infantil, primària i secundària, pública i privada de Catalunya.
Temes
Experiències d'educació en comunicació audiovisual en l'àmbit escolar.
- Experiències de bons hàbits de consum audiovisual en l'entorn familiar.
- Proposta educativa d'incorporació de l'educació en comunicació audiovisual a tots els nivells, així com la seva avaluació.
Premis
S'atorgaran 2 premis, que es lliuraran al professorat.
1r premi: 1.000 €
2n premi: 500 €

Termini de presentació: 17 de març de 2014
Presentació de treballs:
Consell de l'Audiovisual de Catalunya
Carrer dels Vergós, 36-42
08017 Barcelona - Tel.: 93 557 80 36
DOGC núm. 6451 - 2.9.2013

Consell de l'Audiovisual de Catalunya

Bases, documentació i sol·licituds de participació a:
www.cac.cat

5. Can you briefly outline a recent initiative project or piece of research ?

In the meantime, please, feel free to like, support, post or comment on the CAC School Awards Facebook page <https://www.facebook.com/CACescola>



5. Can you briefly outline a recent initiative project or piece of research ?

<https://www.facebook.com/CACescola>

Estat

Foto/vídeo

Oferta, Esdeveniment, i +

Què has estat fent?

El CAC a l'escola ha compartit un enllaç.

8 maig

Avui compartim l'enllaç amb les escoles guanyadores de la 5ª edició del concurs (RE)imagina't, FEM UN ESPOT NO SEXISTA, Curs 2013-2014, convocat per l'Observatori de les dones als mitjans de comunicació. Doneu-hi un cop d'ull, són molt interessants!

http://observatoridelesdones.org/remaginat/reimaginat_joves.html#19



Observatori de les Dones en els Mitjans de Comunicació
www.observatoridelesdones.org

-Categoria de 14 a 16 anys, spot referent a una campanya de sensibilització en l'àmbit de la coresponsabilitat: Guió realitzat per Institut Numància de Sta Coloma. Alumnes: Ariadna Sanchez Muzas, Aida Verdugo Calvo, Iluc Baliarda Nuñez, Sergi Barroso Formiga...

M'agrada · Comenta-ho · Comparteix

A Imma Cabré i a Sylvia Montilla els agrada.

Escriu un comentari...

Publicacions recents d'altres a El CAC a l'escola

Mostra-ho tot

Joana Llordella Zamora

Per si voleu escoltar el programa EsCairats del dia 30 d'a...

1 · 4 maig a les 20:29

Joana Llordella Zamora

Si voleu escoltar Ràdio EsCairats: <http://elcairat.portaled...>

2 · 20 abril a les 22:10

Bambolínó

Igual que ara utilitzem els ipads, les pantalles tàctils o el...

9 abril a les 17:07

Pagès Editors

Pagès Editors ha publicat una foto.

6 març a les 17:26

Més publicacions -

Gustos

Mostra-ho tot

Xarxa Punt Tic

Formació

Animac Lleida

Sala de cinema

El Món a RAC1

Emissora de ràdio

ECFA - European Children's Film Association

Organització

D4C

Digital4C

Organització

El CAC a l'escola ha compartit un enllaç.

7 maig

19



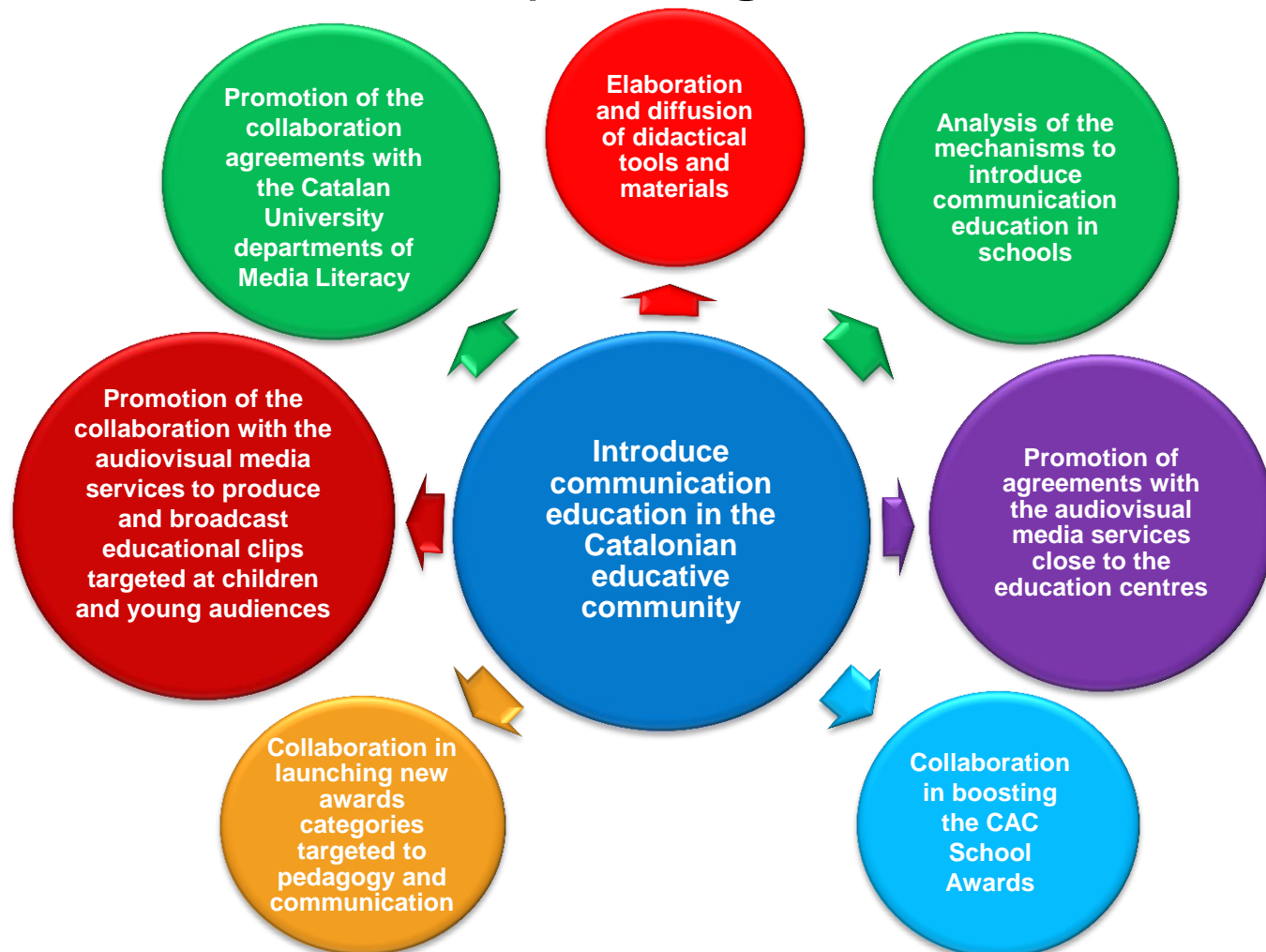
5. Can you briefly outline a recent initiative project or piece of research ?

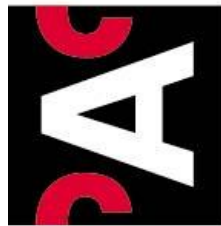
2. Agreement of collaboration between the Department of Education and the CAC (to be signed next 18th June 2014)

- The Department of Education of the Catalan Government and the CAC, are going to collaborate to set up a plan to introduce communication education in the Catalanian educational community, including the launch of specific initiatives and the boost of the ones that are already being implemented by schools, by the Department of Education and the CAC.
- The plan is divided in 7 actions with the aim to provide children and young people with the necessary tools to adopt their own criteria and know how to look critically at audiovisual content.

5. Can you briefly outline a recent initiative project or piece of research ?

2. Agreement of collaboration between the Department of Education and the CAC (to be signed next 18th June 2014)





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de Catalunya**

www.cac.cat