New horizon for MIL in Croatia – finding the new path

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Paris Declaration
on Media and Information Literacy in the Digital Era

A new milestone

Media and Information Literacy (MIL) has been a growing field in the world, from early media education in the 1980s to Media and Information Literacy in the 2000s. There are a number of valuable declarations and frameworks on MIL, including those of Grünwald, Toulouse, Seville, Paris, Prague, Alexandria, Fez, and Moscow, as well as the IFLA MIL Recommendations and the Global Alliance for Partnerships on MIL Framework and Action Plan.

The 21st century digital environment is deeply affecting the meaning and use of media and information. It requires continuous innovation in research and practice for media and information literacy. This declaration foregrounds MIL-centred answers to this requirement for new literacies in the increasingly widespread information environment that surrounds young people and adults alike, even while we recognise that many people worldwide are not yet Internet-connected.

Taking stock of the new environment that requires renewed emphasis on MIL

Continuous technological developments create and mediatise an ever-growing amount of
We face similar challenges

- What have we done from 2014 (Paris Declaration)?
- New trends in media exposure
- Without a comprehensive MIL policy at the national level
- Poor cross sectoral cooperation
- Low awareness on MIL/curricula challenges - politicians
- Raised awareness within the society.
- New multilevel alliances to embrace MIL?
- Strong emphasize on coding supported by ICT sector.
- TRANSLITERACY 3.0?
New approach

- Academia as the coordinator: journalist’s and educators
- Finding the new path for cooperation
- Joint projects with private sector
- NGO’s as the key partners
Academia as a new partner

- Study of Journalism, Faculty of Political Science, University of Zagreb
- Student media: Newspapers-Global, TV Student, Radio Student
- Medijskapismenost.hr – new multimedia portal with the objective to raise the ML capacities of parents and teachers.
- Joint project organized by UNICEF and Agency for Electronic media, in partnership with 4 institutions: Croatian Film Association, Academy of Dramatic Art, Croatian Audiovisual Centre, Faculty of Political Science.
Audiovisual authorities or related national media, information, multimedia, and broadcast and print media content regulators as well as media self-regulatory bodies are also central to promoting MIL. (Paris Declaration, 2014)
Finding new path for empowering

„Journalism, journalists and other information specialists are central to good governance, democracy and freedom of expression and access to information” (Paris Declaration, 2014).

- New possibilities for promotion of MIL have been introduced by academia (FPZG)
- **ML4T (Media Literacy for Teachers)**
- 5 day programme for primary school teachers on ML.
- Students of journalism transferring their knowledge and skills to the teachers (TOT programme)
Cooperation with the private sector

„Media, information and ICT companies can express commitment in promoting MIL, as part of their corporate social responsibility (CSR) policy” (Paris Declaration, 2014).

• New projects and initiatives are bringing us together...
• Y-NEX (European Youth News Exchange Programme)
• ERASMUS+ project with private companies and public service media HRT (Public Radio Television) as the leading partner.
Y-NEX
(European Youth News Exchange Programme, y-nex.eu)

- Croatian Radiotelevision (HRT.hr)
- UNIZG, Faculty of Political Science (FPZG.hr)
- Telecentar (TC, telecentar.com)
- Dun Laoghaire Institute of Art, Design & Technology (IADT.ie)
- Universidad Autonoma de Barcelona (UAB.es)
- Audiovisual Technologies, Informatics & Telecommunications (ATIT.be)
• Training Curricula for Journalists – new 6 modules:
  – Media Literacy and Human Rights
  – Mobile Journalism Technology
  – Mobile Journalism Storytelling
  – Mobile Journalism Production
  – Intellectual Property Rights
  – Digital Entrepreneurship
• Mobile Journalism MOOC
• European Youth News Exchange
• Supporting EU Youth Strategy, EU Grand Coalition for Digital Jobs, Communication on Opening Up Education
• Key stakeholders for empowering teachers and librarians in Croatia.
• First public opinion research on media education in Croatia by DKMK (dkmk.hr).
• First curricula on Safer Internet in Croatia within ESF by Suradnici u učenju (petzanet.hr).
• Empowering teachers, parents and children through Djecamedija.org (10,000 through 500 workshops and presentations).
• Korak po korak (deletecyberbullying)

„Civil society associations and NGOs act as a bridge between other stakeholders and ensure dialogue between MIL communities, inside and outside schools.” (Paris Declaration, 2014).
Our new horizon...

- We have to recognize our strengths at the country level.
- Academia is expected to initiate new alliances.
- Include journalists in your projects (students as trainers).
- Initiate cooperation with private sector (ICT)
- Motivate regulatory bodies.
- Change your curricula.
- Build new educational projects for parents.
- Our joint cooperation will lead us to the goals we want to achieve.
- Tell the politicians but don’t expect much 😊
- Promote your activities and achievements through GAPMIL...
Together!

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