



First MIL City Celebrates
**GLOBAL MEDIA
AND INFORMATION
LITERACY WEEK**
24 - 31 October 2018



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National Centre of Audiovisual Media
and Communication



Setting up a Policy Infrastructure for MIL Cities

Session: MIL Relevant Industries as Change Makers for MIL cities

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Communication**

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Media and Information Literate Cities: Voices, Powers, and Change Makers



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What if?

- Policy makers joined their forces enabling a powerful and influential MIL policy on their respective countries/ territories?
- The media industry supported the creative language of young people towards the development of quality audiovisual works that enhance intercultural identity and diversity?
- The creative industry supported school systems to develop project-based learning in MIL?
- Students were engaged in all-inclusive relationship with the media?
- Educators participated in professional development programs in MIL to turn students into responsible media “pro-sumers”?

Then, we would be living in the MIL Cities!



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Key Premise: MIL Indicators

- **Pluralistic MIL dynamics for All:** in the form of a regulatory framework set upon cultural & MIL indicators that will measure and assess all relevant media and culture mechanisms.
- **Indicator:** records the existing status-quo and level of progress and development of a country in order to advise and support policymakers on future steps.
- Acts as a magnifying mirror on problematics and possible "ellipses" in order to better focus on these areas and take the necessary steps towards improvement.



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MIL Cities Main Challenge

Methodology: Learn by doing

How do we evaluate creativity and original thought?

How do we distinguish among an experimental av work and a polysemantic expression through the media?

Teaching & Practicing MIL → **4 Learning Impulses** of the child (Dewey, 1943; Bruce & Levin 1997)

- **To Inquire** (ask questions, explore)
- **To Communicate** (connect, share ideas)
- **To Construct** (make things, create)
- **To Express** (engage with others)



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MIL Indicators → Key Constituents for MIL Citizens

MIL Citizen: one who is able to reflect on the inner self and on society through wise media choices and healthy digital habits.

- Every citizen nowadays is a unique commentator, creator and communicator of information and knowledge.
- Empowerment: falls upon structured mechanisms that primarily shall be set and regulated by the State.
- Recently voted Reform of the EU AVMSD 2010/13/EC
 - issues regarding minor's protection (art. 6a, 12, 28a), quality kids content (product placement) in linear and non linear platforms
 - ML is back in the agenda (art. 28b, 30b, 33a) as a responsibility of media service providers and all citizens



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Towards an upscaled MIL ecosystem

Why MIL Indicators?

- Ensure smooth operation of media mechanisms and safeguard basic citizen rights
- On the long run, they create the necessary conditions under which **individuals and societies** may
 - question the function of media and ISPs
 - evaluate the quality of media messages & content
 - become social activists demanding better services and content
- On this premise, indicators may have a tremendous impact on the pluralistic nature of public information and communication policies.
- However! Particularities in the implementation procedure



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A global paradigm for MIL indicators

- a) Definitional indicators → conceptual framework of MIL competencies, individual, social and communication skills
- b) Practical indicators
 - public policies on media and digital infrastructure
 - qualitative and quantitative tools for media access and use
 - media content regulation
 - MIL in school and lifelong learning



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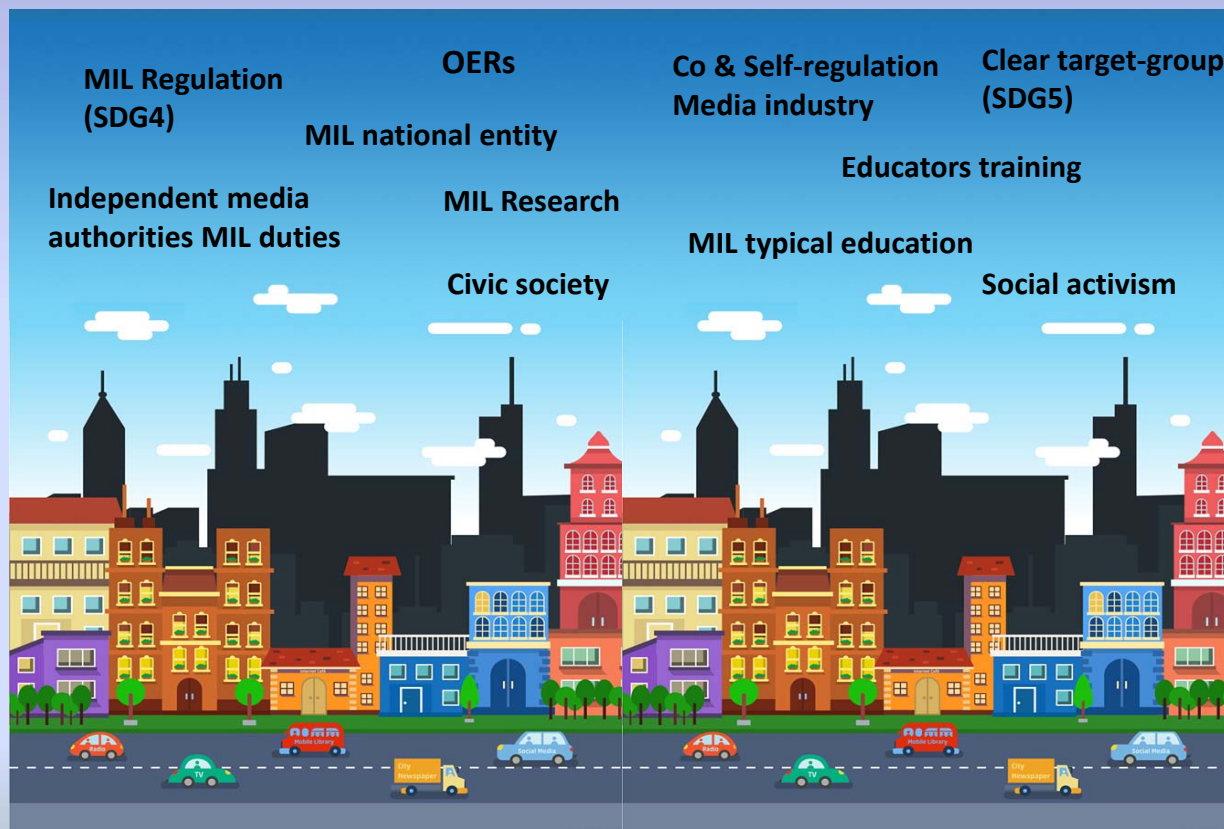


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MIL Indicators Map





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Challenges for Enforcement

Controversies

- cost of implementation
- systematic monitoring of statistical data (accuracy, verification)
- digital gap (social, geographical) per country & GDP level
- overlapping with existing ones (DESI, Global Education Monitoring Report, media development indicators, media pluralism monitor, etc.)
- constant reforms on education, media, audiovisual and digital policies

Greater challenge: realization that pursuing MIL in the form of indicators

- not only secures a prominent place of region / country in the global public sphere
- But, is the fundamental social convention towards sustainable and knowledge democratic societies, where **human capital is on top.**



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Thank You!

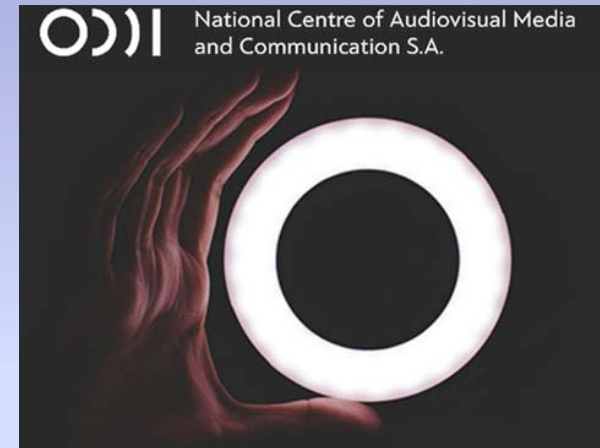
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A Matter of Perspective!

EKOME SA → new media literacy creative hub

→→ media informed citizenry



Let's meet!



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