Cartoon as the way of promoting media literacy and revitalizing cultural spaces

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About me

Editor, trainer experienced in media and NGO

- 2012-2014 - journalist of the website Detector Media
- 2014-2018 - editor-in-chief of the website MediaSapiens
- Coeditor of the online handbook for youth MediaDriver (Detector Media, 2016);
  News literacy online course (Detector Media, 2017), toolkit Medianavigator (n-ost, 2017)
- Affiliated faculty member of the **Media Education Lab** (based in the Harrington School of Communication and Media, University of Rhode Island USA)
- Digital Communication Network Fellow (US, 2018)

Media literacy in Ukraine

2010 - Concept of implementation of media education;

2011 - Experimental stage of implementation in 120 schools

2014 -2018 - intense phase of ML developing, caused by the lack of unbiased news on the TV-channels, influence of the Russian propaganda

Main trends

- Lack of coordination in the actions of government and educational institutions
- Difficulty in educating teachers, in terms of digital literacy
- The most active is NGO sector (trainings for teachers, wide audince and youth, online resources, manuals, online courses)
- The content is mostly focused on debunking propaganda, fakes, misleading news
- The main challenge is to work with adults

How to deliver
media literacy
knowledge to
adult and
not motivated
citizens?

"Media Literacy experts should unite with entertainment content creators to draw on the experience they have in designing entertainment formats".

"Rather than a separate theme, Media Literacy needs to be integrated into mass-appeal formats"

Factual Entertainment: How to Make Media Literacy Popular, Legatum Institute, 2016

Competetion for the best cartoon on media literacy

Autumn 2017 - competetion organized by the Ukrainian NGO **Detector Media** with support of US Embassy in Ukraine.
It was suggested to draw (by hand or by electronic device) the caricature which satirize any of the problems related to the media world:

- journalism standards
- media manipulation and propaganda
- biased news
- fakes
- cybersecurity
- stereotypical coverage of various topics (for example, gender)
- uncritical perception of information by citizens, etc.

Credit: Detector Media; author Victor Holub

The results

168 cartoons were received from the different regions

A professional jury assessed the works and selected 5 winners and 21 more cartoons

February 2018 - exhibition "Antilokshina" in the Small Drama Theatre in Kyiv

March 2018 - exhibition in Cherkasy Bohdan Khmelnytskyi National University

April 2018 -Chernivtsi, the halls of Olga Kobylianska Central Library

Credit: Detector Media;

The vast majority of the works concentrated on the three main topics:

- lies in the news
- propaganda
- dependence on the media owners

Credit: *Detector Media;*
author Valeriy Momot, 1st place

Credit: [Detector Media;](#)
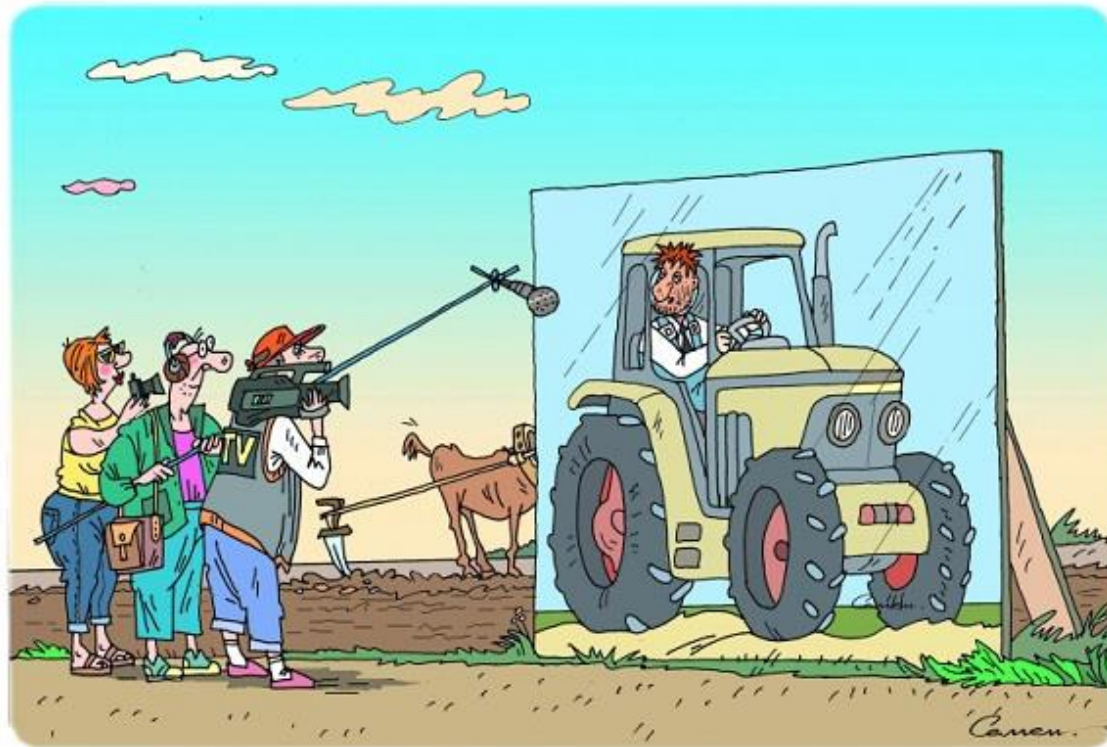*authors: Ihor Lukianchenko (2nd place) on the left,*
Dmytro Skazhenyk (2nd place)

Credit: [Detector Media;](...)
authors: Kateryna Lazniuk (3rd place) on the left,
Oleksii Kutovskyi

Credit: *Detector Media;*
authors: Diana Kobets (on the left), Tetiana Yasynchuk

Credit: [Detector Media](#), author Serhiy Semendyaev

Credit: _novadoba, promin.cv.ua, Detector Media_

Conclusions

Cartoon as a genre has proven its ability to convey a message about complicated issues in the accesible form

The works of the artists disclose the public attitude to the media and show what issues bother the audience

Meaning-making entertainment in public spaces can be organized even with not so much resources

To have a better effect, the team should make much efforts in promoting, communicating with audiences (before and after), use multiple channels

61% of Ukrainians trust in media (national)

The main reasons for not trusting the media include unreliability of information and biased coverage of an issue (presentation of only one point of view)

65% said that they aware about "jeansa" (hidden ads) on TV

52% aware about owners of national TV channels (in 2017 -46%)

Inmind, Internews 2018

Credit: Detector Media, author Carolina Uskakovich

Дякую!
Thank you!

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