



Media Education Programme



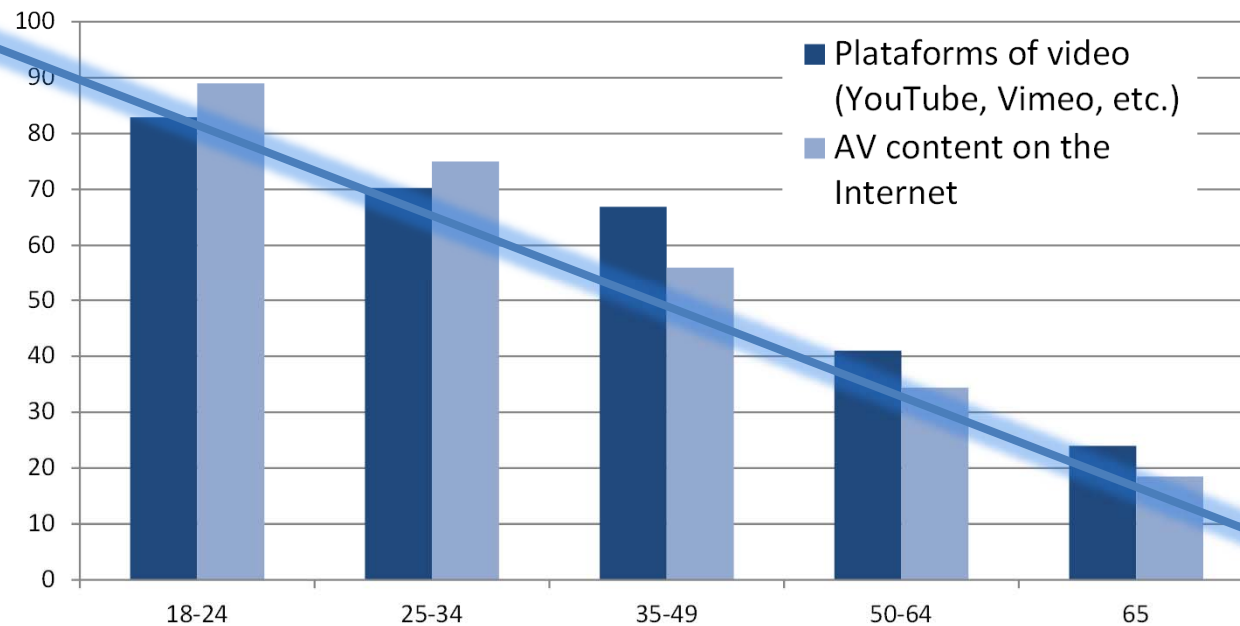
Consell
de l'Audiovisual
de Catalunya



Times are changing...

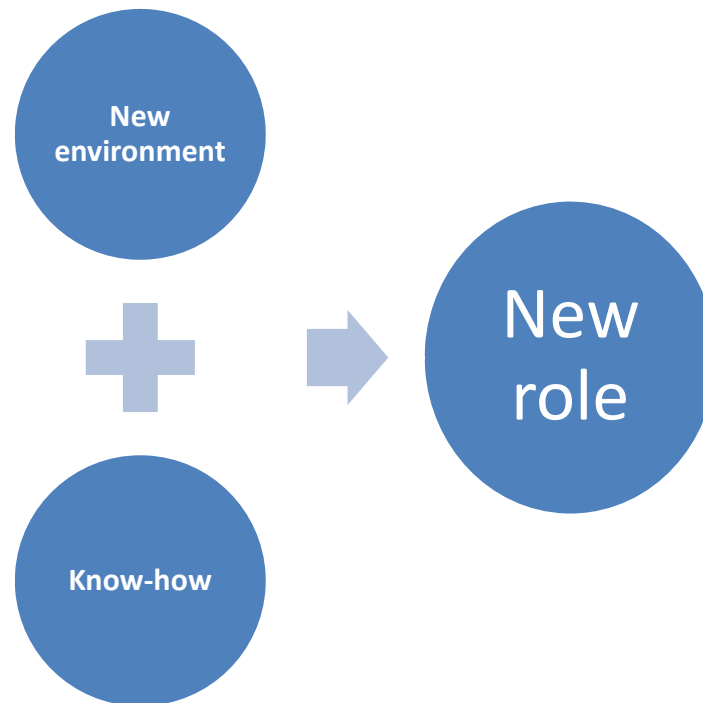


Times are changing...



Source: Centre d'Estudis d'Opinió de Catalunya (CEO), 2016

The new old role of the regulation authorities in protection of minors on the Internet



CAC policy on protection of minors on the internet



Some of the reports

- **Child pornography (2)**
- **Pro-anorexia and pro-bulimia (2)**
- **Hate speech against women**
- **Encourages suicide**
- **Pro-paedophilia**
- **Cancer treatments**

Media literacy



Educating people, especially youth, to develop critical skills on content they watch so they can protect themselves



edu
CAC

Main objectives



- **Boost knowledge of audiovisual language and encourage healthy audiovisual consumption** among children and young people.
- **Promote knowledge and comprehension skills** that enable people to effectively and safely use the media.

eduCAC includes



Teaching materials



Content and proposals for families



CAC school awards

Teaching materials

- Aimed at **students** aged **10 to 16 years old**.
- Developed by the Council in partnership with a **multidisciplinary team of experts** in **pedagogy, teaching** and **audiovisual media**.
- Scheduled to run during the 2017/2018 academic year.

Teaching materials



Teaching units



Adjacent cross-cutting pathways



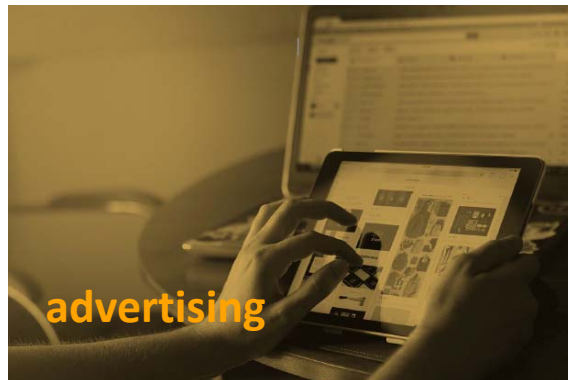
Classroom projects



Tutorials

Teaching materials

Teaching units



Teaching materials

Teaching units

FAKE NEWS



5 Top Fake Political News Stories On Facebook

“Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools Nationwide” [ABCNews.com.co](#)

2,177,000 Facebook shares, comments, and reactions

“Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement” [Ending the Fed](#)

961,000

“Trump Offering Free One-Way Tickets to Africa & Mexico for Those Who Wanna Leave America” [tmzhiphop.com](#)

802,000

“FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide” [Denver Guardian](#)

567,000

“RAGE AGAINST THE MACHINE To Reunite And Release Anti Donald Trump Album” [heaviermetal.net](#)

560,000

0 500,000 1M 1.5M 2M 2.5M

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK
SOURCE: BUZZSUMO

Teaching materials

Teaching units



What is "Fake News"? We spot fake news

Source: Info K, Catalan Public Broadcasting

Teaching materials

Teaching units



Filter bubbles

Teaching materials

Teaching units



Eli Pariser: beware of filter bubbles on the net

Source: TED talks

Teaching materials

Teaching units



Citizen journalism

Teaching materials

Teaching units



Terrorist attack in Barcelona

Teaching materials

Teaching units



Youtubers, the new idols

Source: 30 minuts, Catalan Public Broadcasting

Teaching materials

Teaching units



Youtubers, the new idols

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Teaching materials

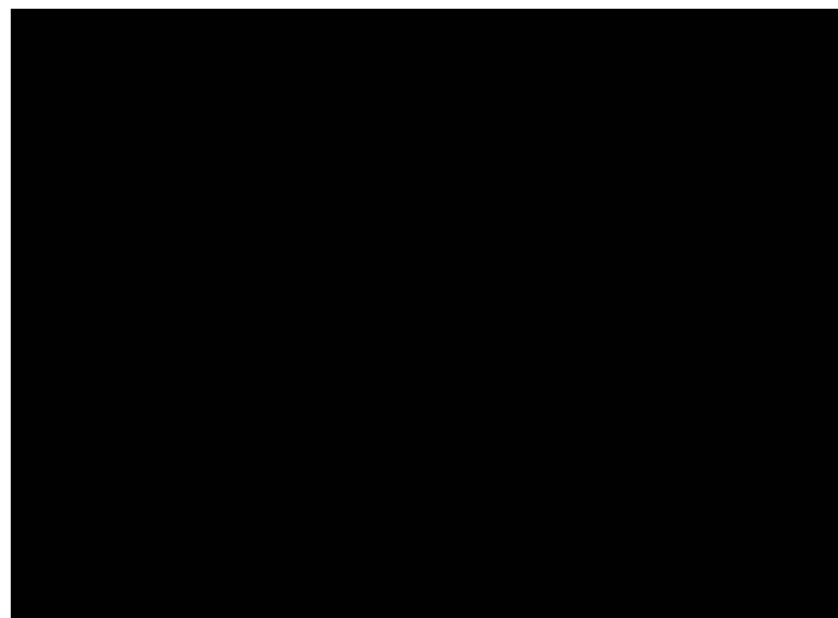
Teaching units



Best practices on the internet

Teaching materials

Teaching units



**CAC audiovisual recommendations
on using the internet**

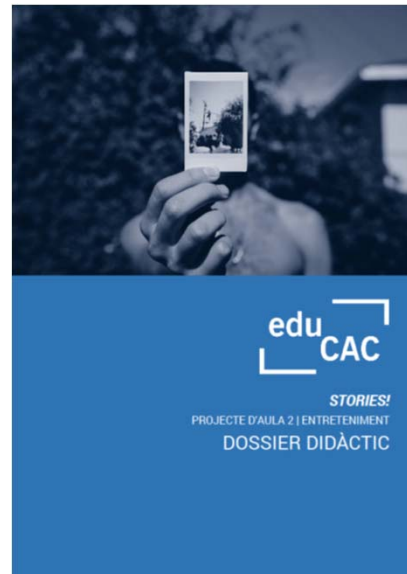


Teaching materials

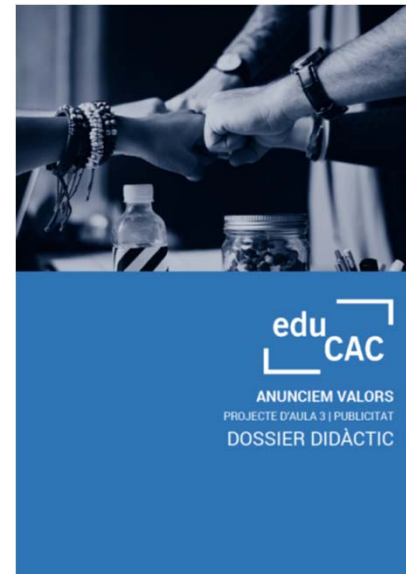
Classroom projects



I, journalist



Stories



We advertise values



What do people know about us?

Teaching materials

Cross-cutting pathways



To work on values through **three topics**:

- **Women** on our screens
- **Social diversity** in media
- My **digital identity**

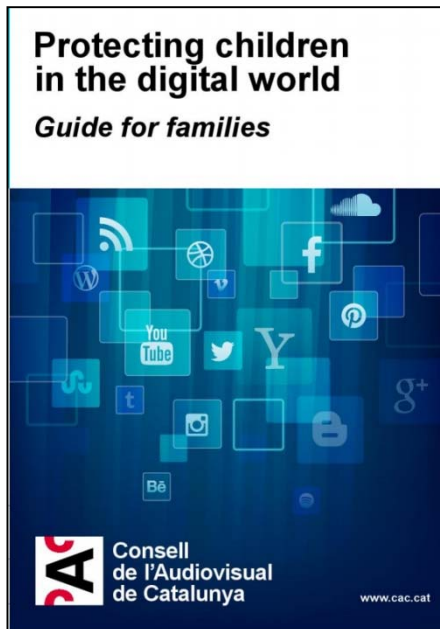
Teaching materials

Tutorials

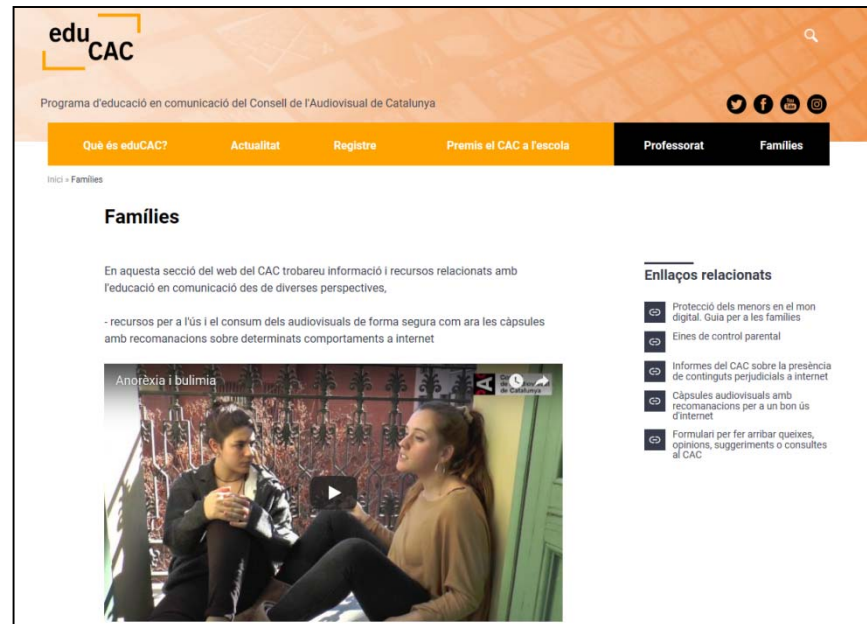


Tutorials on audiovisual technique and narrative

Content and proposals for families



Internet use guide
for families



CAC audiovisual recommendations
on using the internet

Content and proposals for families

The screenshot shows a web interface for submitting a complaint. The breadcrumb trail is 'Inici > Defensa de l'audiència'. The main heading is 'Defensa de l'audiència'. Below this is a progress bar with three steps: '1. Queixa', '2. Dades personals', and '3. Tramesa'. The first step, '1. Queixa', is highlighted in yellow. The form contains the following fields:

- 'Mitjà de ràdio / TV / altres' with three radio buttons, the first of which is selected.
- 'Mitjà' with a text input field and the instruction 'Seleccioni el mitjà' below it.
- 'Descripció de la queixa, opinió, suggeriment o consulta' with a large text area.

At the bottom right of the form are two buttons: 'Cancel·lar' and 'Següent'.

A form for submitting complaints

The screenshot shows a webpage titled 'Filtres' with a breadcrumb trail 'Inici > Internet > Filtres'. The main content area features a banner for 'SIP-BENCH III' (Safer Internet Programme) with the subtitle 'Empowering and protecting children online'. The banner includes an image of a family and a 'Find YOUR Tool!' button. Below the banner, the text reads:

Eines de control parental

Voleu controlar el temps que el vostre fill o filla passa a internet? Us agradaria garantir que no pot accedir a llocs web pornogràfics? Voleu protegir el vostre fill o filla d'altres amenaces en línia com ara els jocs d'atzar, les drogues i les autolesions, el continguts racistes, la violència i els delictes?

Si és així, heu de considerar instal·lar una eina de control parental a l'ordinador, el telèfon mòbil o la tauleta del vostre fill o filla.

[Podeu accedir aquí](#)

Parental control tools

CAC school awards



- From primary to secondary education (**3-18 years**)
- Over **300 schools** and **900 projects** entered in 15 years

Launch and dissemination of materials



- **eduCAC was launched on 1 November 2017** with a **pilot programme** in 4 schools.
- **Official launching** of the programme 14 November 2018.
- There are **informative sessions** for teachers, families, monthly newsletters for both of them, etc.
- A team available to participants to **support** the project.



**Thank you very much
for your attention !**



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