International Conference
Media and Information Literacy for Knowledge Societies
24-28 June, 2012, Moscow, Russian Federation

Overview

Today, information and knowledge are commonly recognized as strategic resources for societal, economic, political, educational, technological and cultural development in the countries around the world. During the last few decades, the radical technological, political and economic transformations have provided not only faster access to information and knowledge, but also created new dependencies, complex situations, structures and practices among people, organizations and even entire nations. In response to the converging issues and emerging challenges, a number of new concepts, approaches, structures, standards, strategies and tools have been proposed. Among them, knowledge societies is one of the notions introduced to describe a new vision of societies that highlights the importance of the principles of openness, pluralism, inclusion, and participation. The concept is composed of building blocks such as education, cultural diversity, access to information and freedom of expression.

In order to succeed in a constantly changing environment, people, communities and nations need to become self-motivated, self-directed and self-acting throughout their life time. This enables them to make informed decisions and to resolve problems effectively in every facet of life – personal, social, educational and professional. For this reason, individuals, communities and nations need information about themselves as well as their physical and social environments. Likewise, they require to understand why and how various information providers create and disseminate information, and what are their functions, roles and impact in society. It is also important to know how to use tools effectively such as Information and Communication Technologies (ICTs). Altogether, people, communities and nations should obtain a critical set of competencies to be able to seek information, critically evaluate and create new information and knowledge in different forms using existing tools such as ICTs, and share it through various channels. All those information and communication related competences are integrated in the concept of *Media and Information Literacy*.

Media and Information Literacy (MIL) consists of knowledge, attitudes, and the sum of the skills necessary to know when and what information is needed; where and how to obtain that information; how to evaluate it critically and organise it once it is found; and how to use and share it in an ethical and effective way. MIL also emphasizes the ability to understand the functions of media and information systems, as well as evaluate how those functions are performed and to rationally engage with media and information systems for self-expression. The concept extends beyond communication and information technologies to encompass learning, critical thinking, and interpretative skills, across and beyond professional and educational boundaries throughout life. On the one hand, MIL includes all types of information resources: oral, print, and digital. On the other side, it is also closely linked to other types of overlapping literacies such as computer literacy, digital literacy or cultural literacy.

As formulated in the Universal Declaration of Human Rights several decades ago, freedom of expression and right to information are basic human rights that remain equally relevant in an increasingly digital, interdependent, and global world, as they promote greater social inclusion, pluralism, openness and participation. The recognition and understanding of these rights and values will contribute to bridging the gap between the information rich and the information poor. MIL empowers and endows individuals with knowledge about (a) the functions of the media and information systems in democratic societies, (b) the conditions necessary to perform these functions, and (c) how to critically evaluate the content and services they provide. It assists them and their institutions and organisations to meet their technological, economic, and social challenges, to redress disadvantages, and to advance every individual's well-being.

The mainstreaming, application and advocacy of media and information literacy at different levels should not be seen as one of the challenges for building inclusive knowledge societies, but rather as a unique opportunity. Professional development and training for living in the new reality does not keep pace with the rate of technical development and social changes. For this reason, it is becoming more and more vital to provide citizens with the necessary education and training to be able to live and work successfully in very complicated information and knowledge oriented environment. Individuals need to know how to act to this constantly changing environment, efficiently use its potential and protect themselves from its negative impacts. Media and information literacy is a prerequisite for exercising constitutional rights and participating in societal and personal development, particularly in quality education. It is also equally important to develop tools and resources for assessment and capacity building of Media and Information Literacy at various societal levels. This will help to make informed and strategic decisions as well as allocate necessary resources at political, economic and societal levels.

Media and information literacy (MIL) is essential for observing ethical principles and professional standards in knowledge societies. Professional communities such as publishers, librarians, educators, journalists and other information and media specialists, are directly involved in creating, distributing, using and preserving information and knowledge. The need for developing media and information literacy skills, knowledge and attitudes, especially of young citizens and other marginalized social groups, is even more critical in the light of the rapid depreciation of knowledge due to the change of scientific, technological and social paradigms.

Media and information literacy is directly linked to UNESCO's mandate and strategic objectives oriented to build inclusive knowledge societies. The Information Literacy development is one of the priorities of the Strategic Plan of the UNESCO Information for All Programme (IFAP) and media literacy bears relevance to the UNESCO International Programme for the Development of Communication (IPDC). Moreover, MIL is also essential in reaching Dakar Education for All (EFA) and Millennium Development Goals (MDGs). MIL contributes to the implementation of the WSIS Declaration of Principles and Plan of Action (2003 and 2005) and was also articulated in the Grünwald (1982), Prague (2003), Alexandria (2005) and Fez (2010) Declarations. The international conference in Moscow is held under the framework of the Russian chairmanship in the IFAP Intergovernmental Council and is Russia's contribution to the implementation of the Programme's Strategic Plan.

Conference Convenors

- Ministry of Culture of the Russian Federation
- Federal Agency for Press and Mass Communications of the Russian Federation
- Commission of the Russian Federation for UNESCO
- UNESCO and UNESCO Information for All Programme
- International Federation of Library Associations and Institutions (IFLA)
- Russian Committee of the UNESCO Information for All Programme
- Interregional Library Cooperation Centre

Conference Objectives

- To raise public awareness of the significance, scale and topicality of the tasks of media and information literacy advocacy among information, media and educational professionals, government executives and public at large;

- To outline policies and professional strategies for the advocacy of media and information literacy and to identify the key existing challenges;

- To contribute to improving international, regional and national response to MIL issues, particularly on policies and legislation, development of tools required for the assessment and building MIL competencies, MIL research and other aspects in the field of media and information literacy promotion;

- To identify and promote best practices in the above fields and strengthen international cooperation among various stakeholders.

Conference themes

MEDIA AND INFORMATON LITERACY IN KNOWLEDGE SOCIETES	THEME 1: Theoretical and conceptual aspects	Conceptualization within Knowledge Societies
		Literacy within the context of Knowledge Societies
		MIL as a new concept and its linkages with other literacies
	THEME 2: Practical and empirical aspects	Mainstreaming, application and advocacy
		MIL mainstreaming, application and advocacy Towards Moscow Declaration on MIL in Knowledge Societies MIL strategic directions
		Assessment of national competencies on MIL: Development of MIL indicators
		MIL capacity building, tools and resources: MIL in education of professional community and continuous professional development MIL integration in educational system, roles and responsibilities, national and institutional adaptation of tools and resources, and knowledge sharing MIL for marginalized social groups (youth, elderly people, persons with disabilities, women)

Working modalities of the conference

- Plenary sessions (keynotes, moderated panel debates, paper presentations, discussions);
- Small thematic working groups dedicated to specific tasks.

Conference Participants

The conference will gather about 120 participants:

- Executives, representatives and experts of key specialised international governmental and non-governmental agencies and organisations (UNESCO, IFLA, International Federation of Journalists, etc.)

- World leading experts in the field of knowledge societies building

- Leading researchers and professors of journalism, librarianship and education

- IT&T industry representatives

- Executives and representatives of government authorities responsible for educational institutions, libraries, printed and electronic media

- Representatives of non-governmental associations of media and information literacy professionals

- Representatives of organisations and institutions engaged in publishing professional literature on media and information literacy

- Writers and scholars, specialising in philosophy, political science, social anthropology, culturology, media studies

- Media practitioners

Invitations were sent to all National Commissions and Permanent Delegations to UNESCO.

Working Languages

English and Russian (simultaneous interpretation provided).

Conference Venue

Atlas Park Hotel, a modern 4-star complex in picturesque surroundings 15 km from Moscow.
For more information, please visit http://www.atlas-hotel.ru/about;
the hotel photos - at http://www.me-atlas-park.ru/foto.html).

Address: 92, Sudakovo Village, Domodedovo District, Moscow Region.

The nearest Moscow international airport is Domodedovo.

Preliminary Programme

24 June (Sunday)			
	Arrival of participants in Moscow. Transfers to the Atlas Park Hotel		
19:00-21:00	Dinner - place to be confirmed		
25 June (Monday)			
8:00-9:30	Breakfast		
10:00-10:45	**Conference opening ceremony**		Plenary session
10:45-11:45	**Conceptualization within Knowledge Societies**		Plenary session
	Literacy within the context of Knowledge Societies **MIL as a new concept and linkages with other literacies**		
	Moderated panel debate with keynote speakers and audience		
11:45-12:15	Coffee break		
12:15-13:30	**Conceptualization within Knowledge Societies (cont.)**		Plenary session
	Moderated panel debate with keynote speakers and audience		
13:30-14:30	Lunch		
14:30-15:45	**Conceptualization within Knowledge Societies**	**Mainstreaming, application and advocacy**		Parallel sessions
	Literacy within the context of Knowledge Societies	**MIL Indicators**	**MIL declaration and strategic directions**	
	• Paper presentations • Moderated panel discussion with paper presenters and audience	• Moderated discussion with involved MIL experts	• Moderated discussion with involved MIL experts	
	Plenary session	*Working group 1*	*Working group 2*	
15:45-16:00	Coffee break		
16:00-18:00	**Conceptualization within Knowledge Societies**	**Mainstreaming, application and advocacy**		Parallel sessions
	MIL as a new concept and linkages with other literacies	**MIL Indicators**	**MIL declaration and strategic directions**	
	• Paper presentations • Moderated panel discussion with paper presenters and audience	• Moderated discussion with involved MIL experts	• Moderated discussion with involved MIL experts	
	Plenary session	*Working group 1*	*Working group 2*	
19:00-21:00	Reception by the organisers		

26 June (Tuesday)				
08:00-09:15	Breakfast			
09:30-11:30	**Mainstreaming, application and advocacy**			Plenary session
	Capacity building, tools and resources			
	• One keynote for the opening of 2 theme • Paper presentations • Moderated discussion with presenters and audience			
11:30-11:45	Coffee break			
11:45-13:30	**Mainstreaming, application and advocacy**			Parallel sessions
	Capacity building, tools and resources (cont.)	**MIL Indicators**	**MIL declaration and strategic directions**	
	• Paper presentations • Moderated discussion with presenters and participants	• Moderated discussion with involved MIL experts	• Moderated discussion with involved MIL experts	
	Plenary session	*Working group 1*	*Working group 2*	
13:30-14:30	Lunch			
14:30-16:15	**Mainstreaming, application and advocacy**			Parallel sessions
	The way ahead: MIL declaration and strategic directions	**MIL Indicators**		
	• Presentation of the report and results of the working group 2 • Moderated discussion with members of the working group 2 and conference participants	• Moderated discussion with involved MIL experts		
	Plenary session, including working group 2	*Working group 1*		
16:15-16:30	Coffee break			
16:30-18:00	**Conclusions and future plans** • Rapporteurs' reports from plenary and working groups sessions • Discussion and endorsement of the MIL declaration			Plenary session
18:00-18:15	**Conference closing**			Plenary session
19:15-20:30	Dinner			
20:30-21:30	Classical music concert			

27 June (Wednesday)		
08:00-09:30	Breakfast	
10:00-17:00	Cultural programme: bus tour round the Moscow historic centre. Walk tour round the Moscow Kremlin and the Red Square	
17:00-19:00	Route to the Atlas Park Hotel	
19:00	Dinner Departures from Moscow	

28 June (Thursday)	
	Departures from Moscow

Communications and Papers

Participants willing to make a presentation (duration: max. 20 minutes) should submit an abstract (up to 3600 characters) in .doc or .rtf format to the Conference Organising Committee before 1 May 2012, and the full text of the communication (not more than 18,000 characters), before 1 June 2012.

All abstracts will be reviewed by the Conference Programme Committee. Conference Proceedings are planned for publication in printed and digital form in Russian and in English.

Terms of Participation

In order to participate in the event, applicants should fill in the Application Form (see below) and send it to the Organising Committee no later than 15 April 2012.

Applicants approved by the Organizing Committee will be sent a personal invitation and any further information required.

No registration fee is charged.

Transfers in Moscow, meals (including the reception, lunches, dinners and coffee breaks), cultural activities and conference materials for registered participants are covered by the Organising Committee.

The Organising Committee will cover travel and accommodation costs only for

- key invited speakers
- moderators of sections and plenary meetings
- members of the working group preparing the Conference final document

Participants from developing countries are encouraged to attend. Some financial support may be provided to the representatives of CIS and least developed countries (included in the official UN LCD List).

Travel and accommodation costs for all the other participants **are not covered** by the Organising Committee. Participants willing to stay at the Atlas Park Hotel are advised to book rooms beforehand and contact the hotel manager Vladimir Chulyukov (e-mail: Chulyukov@atlas-hotel.ru, tel: +7-495-645-2525 (ext. 415), fax: +7-495-645-2506).

Foreign guests are recommended to arrive at the Atlas Park Hotel on Sunday, June 24. Check-in time at the Hotel is 6 p.m., check-out time is 4 p.m.

Visa Support

The Ministry of Foreign Affairs of the Russian Federation will assist the participants in obtaining visas for entering the Russian Federation. Along with a personal invitation, selected participants will receive a special visa application form to be filled in and sent to the Organising Committee before 1 May.

Local Transportation

A free bus (Domodedovo Metro Station – Atlas Park Hotel and back) will be available for the conference participants on June 25-26 (morning and evening). Approximate travel time is 40 min.

Contacts

Mr Evgeny Kuzmin
Co-Chair, Conference Organising Committee,
Chair, Intergovernmental Council and Russian Committee,
UNESCO Information for All Programme; President,
Interregional Library Cooperation Centre

Ms Anastasia Parshakova
Member, Conference Organising Committee,
Executive Secretary, Russian Committee,
UNESCO Information for All Programme
Interregional Library Cooperation Centre
Russian Committee for UNESCO Information for All Programme
2a, Bldg. 1, 1st Basmanny Lane
Moscow, 105066 Russia
E-mail: ifap@ifapcom.ru
Tel/Fax: + 7 (499) 267 33 34

Ms Maria-Carme Torras Calvo, PhD
Co-Chair, Conference Organising Committee,
Chair, IFLA Information Literacy Section
Director, Bergen University College Library, Norway;
Bergen University College
Nygaardsgaten 112
Postbox 7030, N-5020 Bergen
E-mail: mctc@hib.no
Tel.: + 47 55 58 79 14

Ms Irmgarda Kasinskaite-Buddeberg, PhD
Co-Chair, Conference Organising Committee,
Programme Specialist, Universal Access and Preservation Section
Knowledge Societies Division
Communication and Information Sector
UNESCO
1, rue Miollis, 75732 Paris cedex 15
France
E-mail: i.kasinskaite@unesco.org
Tel.: +33 1 45 68 40 74
Fax: +33 1 45 68 55 81

UNESCO Information for All Programme

Information for All Programme (IFAP) was established in 2001 as a flagship intergovernmental UNESCO programme for the purpose of assisting Member States in formulating and implementing balanced national policies of building an inclusive information society / knowledge societies. The Programme is based on inter-disciplinary, cross-sectoral and integrated approaches. Information preservation is one of the five IFAP priority lines of actions, the other four being information accessibility, information literacy, information ethics and information for development.

http://www.unesco.org/new/en/communication-and-information/access-to-knowledge/information-literacy/

http://www.unesco.org/new/en/communication-and-information/intergovernmental-programmes/information-for-all-programme-ifap/homepage/

Russian Committee of the UNESCO Information for All Programme

Established in 2001, the Russian Committee of the UNESCO Information for All Programme became the first national committee of IFAP. Representatives of governmental authorities; institutions of education, science, culture and communications; public associations and commercial companies are among the Committee members. The Committee provides assistance in implementing the Programme ideas, tasks, concepts and priority lines of actions at both national and international levels. It participates in the advancement of policies and legislation in the fields of culture, education, communications and information for the purpose of building inclusive information society / knowledge societies. It contributes to the development of analytic and practical guidelines, to the establishment of the best practice centres and to the improvement of the activities of institutions within its competence.

www.ifapcom.ru

Interregional Library Cooperation Centre

Interregional Library Cooperation Centre (ILCC) is a working body of the Russian Committee of the UNESCO Information for All Programme. In addition to participating in the IFAP implementation, ILCC participates in (a) drafting and implementing in Russia the national library policy and programmes aimed to preserve library collections; (b) developing the All-Russian public centres of legal and other socially meaningful information; (c) reading promotion; (d) advancing professional library training and (e) developing multilingualism in cyberspace. On a regular basis, ILCC drafts, publishes and disseminates information and methodological materials on the development of librarianship, culture and information policy.

www.mcbs.ru

IFLA Information Literacy Section

IFLA is the International Federation of Library Associations and Institutions. IFLA is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession. The primary purpose of the IFLA Information Literacy Section is to foster international cooperation in the development of information literacy education in all types of libraries and information institutions. The section has the following main goals:

- Advocate for information literacy in society and increase partnership within IFLA and with other organisations or institutions.
- Support information professionals and other relevant partners in the provision of information literacy education in different types of libraries and information institutions, for all social sectors and in all geographical areas.
- Develop information literacy as a multi-cultural, multifaceted concept, of relevance to the global society by exploiting the collective, international experience of the section.

http://www.ifla.org/en/about-information-literacy

International Conference
«Media and Information Literacy in Knowledge Societies»

24-28 June 2012, Moscow, Atlas Park Hotel

Application Form

Full Name (Family Name, First Name and Middle Name/Patronymic) as indicated in the passport	
Employer	
Position	
Contact details (tel., fax, email)	
Subjects of interest	☐ Conceptualising MIL, MIL indicators ☐ MIL promotion ☐ MIL and education ☐ MIL and mass media
Experience in media and information literacy	
Participation form	☐ with a communication ☐ without a communication Communication subject: Communication title:
Date and time of arrival in Moscow	
Date and time of departure from Moscow	
Comments:	