



MEDIA LITERACY AND USERS' EMPOWERMENT

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OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
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Introduction

- Identifying the limits of the concept of media literacy and users' empowerment
- The normative approach at European level with special emphasis on approach of the the Council of Europe's towards media literacy
- The work of the European Audiovisual Observatory on media literacy and users' empowerment

What is « media literacy »?

- Concept resistant to a fully consensual definition: media literacy, visual literacy, audiovisual literacy, (mass-) media education, information literacy, digital literacy, users' empowerment, etc.
- Different terms covering different meanings across different sectors and disciplines and reflecting different priorities
- From the perspective of public policy-makers the promotion of media literacy mainly covers:
 - The provision of media education for all their citizens
 - The participation of all their citizens in social, cultural and economic activities
 - The protection of all citizens in need (age, disabilities or social exclusion)

The definition of the Council of Europe

- 2000 Council of Europe Recommendation on Media Education:
 - “Media education can be defined as teaching practices which aim to develop media competence, understood as a critical and discerning attitude towards the media in order to form well-balanced citizens, capable of making their own judgements on the basis of the available information.
 - It enables them to access the necessary information, to analyse it and be able to identify the economic, political, social and/or cultural interests that lie behind it.
 - Media education teaches individuals to interpret and produce messages, to select the most appropriate media for communicating and, eventually, to have greater say in the media offer and output.”

Main objectives, key target groups and stakeholders

MAIN OBJECTIVES	KEY TARGET GROUPS	MAIN STAKEHOLDERS
Civic participation / empowerment	Children / minors / adolescents / parents / teachers	Regulatory authorities / policy-makers / administrative authorities
Bridging the digital divide	The public / citizens / civil society, etc.	Media organisations and professionals
Risk reduction / protection from harmful content	The elderly / the disabled / linguistic minorities / socially and economically deprived..	Educational institutions and professionals
Informed decision-making / consumer protection	Media users / consumers / etc.	Civil society interest groups

Normative approach at European level

- The regulatory approach to media literacy:
 - Traditionally linked with the protection of minors, especially in the online environment, with the aim of preventing negative effects of the media
 - The emergence of the promotion of media literacy as a policy and regulatory goal has coincided with strong deregulatory trends: promotion of media literacy versus content provision and consumer rights?
- UNESCO, Council of Europe, European Commission..

The approach of the Council of Europe towards media literacy and users' empowerment

- European Ministerial Conferences on Mass / New Media Policy since the mid-1980s
- Committee of Ministers
- Parliamentary Assembly
- Latest developments

The European Ministerial Conferences on Mass / New Media Policy since the mid-1980s

- “Media education or literacy”: a recurrent agenda item
- Evolution of the political message in the successive Resolutions:
 - ...to promote “critical awareness” among viewers,
 - ...targeting the public at large and in respect of new communication technologies and information services,
 - ...as instrumental for ensuring “greater awareness” and contributing to greater social cohesion,
 - ... as a way to help children “to benefit from the positive aspects of the new communications services and avoid exposure to harmful content”,
 - ...as empowering tool for democratic citizenship; promotion of a multi-stakeholder approach to the new media environment (2009 Resolution “Towards a new notion of media & Action Plan”)

At the Committee of Ministers' level and at the Parliamentary Assembly (PACE)

- Objective of promoting media literacy is adverted to in several standard-setting texts adopted by the Committee of Ministers since 1985 and at the PACE

- The rationale for the promotion of media literacy can be grouped as:
 - Civic empowerment of individuals
 - Reduction / elimination of the digital divide
 - Facilitation of informed decision-making, especially in respect of harmful and illegal online content

Latest developments

- The 10th CoE Conference of Ministers of Culture of April 2013 in Moscow agreed to launch a Platform for the exchange of experience and good practice to policy makers, practitioners and civil society
 - To produce policy orientation papers and Council of Europe guidelines as well as a toolkit for creating an enabling environment for digital culture and for empowering citizens
- “Empowering citizens through media literacy education” was at the centre of the discussions at the last CoE Presidency conference in Baku on 4-5 July 2014

Activities of the European Audiovisual Observatory

- What is the Observatory?
 - A pan-European public service body operating within the legal framework of the Council of Europe (Enlarged Partial Agreement)
 - Financed by 40 Member States and the European Union, represented by the European Commission
 - CoE 47 countries and EPRA 52 regulators from 46 countries

- What is the mission of the Observatory?
 - To increase transparency by providing information about the European audiovisual sector: TV, Cinema, Video, New Media
 - To collect and prepare key facts & figures covering our 40 Member States
 - To follow relevant legal developments on national and pan-European level

The publications from the Observatory

YEARBOOK

Basic data on the film, TV, video and on-demand audiovisual services in 39 countries



IRIS plus & IRIS Special

Reports on legal topics (broadcasting law, copyright law, film law...)



FOCUS

World film market trends (published by the Cannes film market)



Ad hoc reports

Digitization of cinemas, Public Funding, Export of European Films, VoD markets,...



The European Audiovisual Observatory and media literacy and empowering users

- Iris Plus 2011-13 on Media Literacy
- 15 December 2014 in Strasbourg: Workshop jointly organized by the European Audiovisual Observatory and the European Platform of Regulatory Authorities (EPRA) with 25-30 participants from regulators, stakeholders and experts to follow up one of the topics of the EPRA annual work programme in synergy with ERGA activities on
 - “Empowering users: rating systems, protection tools and media literacy across Europe”
 - An then, for spring 2015: follow up thematic report of the Observatory.



For further information:

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