

# Council for Broadcasting and Retransmission and Media Education in Slovakia

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The role of regulatory authorities in the today´s society.

We don´t have only to discipline and punish broadcasters.



Our mission is a part of contemporary media education.

European Audiovisual Media Service Directive 2007/65/EC of the European Parliament and of the Council established the obligation for EU member states to submit regular reports on the level of media literacy in the country concerned.

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## The adoption of the Concept of Media Education in Slovakia in the context of lifelong learning (Ministry of Culture, 2009).

- Media literacy improvement within all age groups among the population;
- Update of media competencies, responsible and critical approach to media, effective use of media and new communication technologies;
- Teaching the individuals to learn and make use of possibilities offered to them by media and new communication means to their own benefits;
- Protection of children and adolescent youth against threats presented by media and new communication technologies in the content offer and way of communication;
- Protection of specific groups (specific groups of adult population, seniors) against contents and service which might threaten them by their nature and those which they are not able to assess due to the insufficient level of media literacy;
- Prevention of all forms of generation „communication and information stagnation“

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We have at our disposal the report **Media and Information Literacy Policies in Slovakia**, prepared by **doc. Mgr. Norbert Vrabec, PhD.** and **doc. PhDr. Dana Petranová, PhD.**, which was a source of this presentation.

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The competencies regarding media education are divided among the department of education and department of culture. The competencies of the Slovak **Ministry of Education** cover media education in formal and informal education, accreditation of educational programmes and education of teachers in the area of media education.

Among the competencies of the Slovak **Ministry of Culture** there is the monitoring of the current state of media literacy, support of educational projects and media activities connected to media education. It is a case of financial support for production of some public television programmes, support for production of films and other audiovisual works, etc. As media education is a multidisciplinary category its effective functioning requires structural relations among actors who are active in the area of public and private sectors.

Media education area there are mainly the subjects from academic sector, public education, culture and non-profit sector cooperating intensively. One of actors is the **Methodology and Pedagogy Centre in Bratislava**. It is a public institution within the authority of the Ministry of Education of Slovakia.

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At the Faculty of Mass Media Communication, University of Ss. Cyril and Methodius, Trnava there exist the IMEC – Centre of Media Literacy which is the coordinator of all educational, research, development and advisory activities in the area of media and information education in Slovakia.

The Centre also ensures the support in the methodological, technical, research, advisory and promotional area and in other areas for teachers and other interested parties. Investigating team composed of scientific workers, teachers and postgraduate students of the Faculty of Mass Media Communication has all prerequisites for the realization of these tasks.

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Media education can be taught in two ways:

- 1) Media education as a subject on its own. Each school may include media education in its curriculum as a separate subject. It is not a compulsory subject, therefore, it depends on the particular school whether the subject is inserted into curriculum or not. In fact, in Slovakia there are very few schools which teach media education as a separate subject. This might be reasoned by the absence of qualified teachers. According to existing surveys, schools are interested in this issue.
- 2) Media education as a topic integrated into other subjects. This form of media education is compulsory for every school (primary and secondary). However, the form is very formal and inefficient. The main reason is lack of teacher's knowledge in this field. Many teachers do not understand principles of media education. Some educators confuse media education with educational use of media technologies – for example with using interactive board, power point presentations, etc.



Main social initiatives outside the school system are provided by NGO´s. Especially active are the following organizations:

**Laura** – Association of Salesian Youth. They organize media school, activity in nonformal education for children and young people in media skills.

**Žabky** – Non –profit organization implements non–formal educational activities for children and young people focused on the use and production of media content. Members have own website [medialnaskola.sk](http://medialnaskola.sk) content of which is created by young people.

Web portal **Rodina a media** (Family and Media). The Online project is run by the Catholic University in Ružomberok. The portal is intended for parents and educators mainly. Its aim is to help the target group to be well informed about the world of media overlapping with the education of children.

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The preferred model of media education in Slovakia assumes interconnection between the activities of a state, universities, schools, Council for Broadcasting and Retransmission and activities of non-governmental and civic sectors. On the background of mutual confrontation, exchange of information and experience the aim of these activities is to establish a coordinated educational programme focused on the development of media and information competencies.

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