



*The MELIA Observatory Project*

**Media Literacy Observatory for Active  
Citizenship and Sustainable Democracy**

**T3.2./3 Documented learning interaction  
Learning interactions for media practitioners**

## Document Reference

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## 1 Introduction

With capacity building toolkit supporting media literacy and active citizenship competencies in Youth as our starting base, the consortium conducted four documented learning interactions.

The first workshop included educators and researchers in the fields of media, civil society, youth issues and democracy from higher education institutions as well as NGOs dealing with media and other related issues.

The second workshop was organized for media practitioners as well as other representatives of media organizations.

The third workshop was organized for policy-makers and public administrators from different levels and sectors of government, as coordination among various sectors is key to sustaining higher levels of media literacy and education.

Finally, the fourth workshop was a cross-sectoral one, gathering a variety of experts and stakeholders from all different relevant sectors.

The learning interactions were supported by a working version of the MELIA Observatory web platform. Each learning interaction was documented. The reports of the workshop include data that is needed for the final evaluation report on the quality of learning interactions. Learning interactions support the process of building firm relationships among stakeholders of the transnational training network, enabling the transnational exchange of experiences and good practices and ways of making use of them.

This output upgrades the expertise of the stakeholders on how to face the main challenges that some negative developments in the media landscape – like ‘fake news’ and ‘hate speech’ – pose for the development of sustainable democracy in the Danube Region. It

raises the awareness of the importance of media literacy and other civil competencies for the active participation of the citizenry.

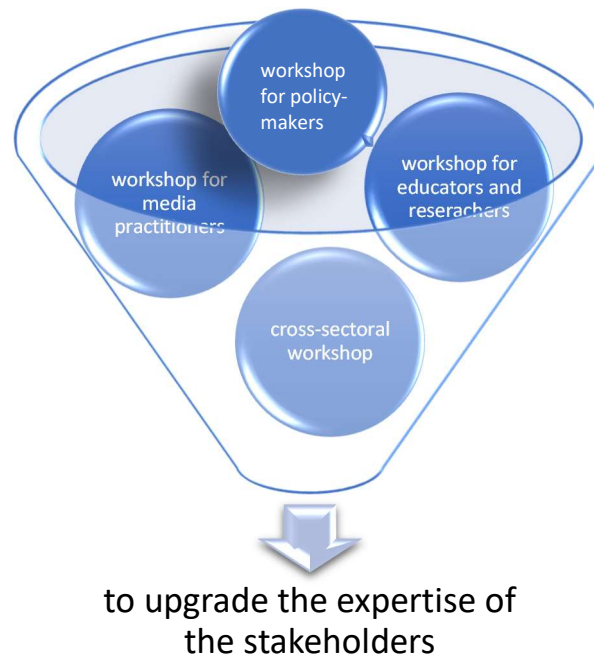


Figure 1: Workshops flow overview

This output directly contributes to PSO1 since it serves as preparation for the establishment of a transnational training network. It also contributes to the improvement of learning and analytical tools (PSO2, PSO3).

## 2 Target groups

### Media practitioners

Media practitioners, i.e. people with work in media organisations as journalists, editors, commentators etc., have strong impact on the character of media messaging. Ability of the people to reflect the situation in politics and society strongly depends on the quality of information they provide to them. In this regard, they are important agents of media education. Their involvement will give insight into the media production process, particularly how to recognize potential malpractice in this respect.

## 3 Objective

The learning interactions carried out in the course of this activity will contribute to the gaining improved awareness on trends in Danube region concerning media education. Learning interactions will present and reflect the state of media education in our formal and informal education system.

The following topics for presentations and debates were selected:

- **Curriculum of Training Program on Media Literacy and Active Citizenship**
- **MELIA Observatory Web Platform**
- **Media Environment in the Danube Region**

## 4 Materials

Within the MELIA Observatory, a series of materials as capacity-building tools on media for youth and youth educators were prepared. In parallel to those materials, we developed a multi-purpose interface that provides conditions for learning activities, aiming to support media literacy competencies among youth in the Danube region, boosting in the process civil participation. All below-listed materials will be available to the media practitioners to be used by the end of the project.



*Figure 2: MELIA Observatory interconnected materials for media practitioners*

1. Curriculum of training program on media literacy and active citizenship for:
  - 1.1 elementary school pupils
  - 1.2 high school students
  - 1.3 for educators
2. Assessment framework for detection of main issues in the field of media: template for data collection and interview guide
3. Catalogue of the main types of media messaging
4. Report on the situation in the region regarding the state of media literacy and active citizenship
5. Database of relevant stakeholders in the field of media literacy in the Region
6. Database of relevant policy documents in the field of media literacy in the Region
7. Database on best practices in the field of media literacy in the Region
8. Policy suggestions for countries from Danube Region to tackle issues in the fields of media literacy and active citizenship

## 5 Working interactions

On January 27, 2022, Metropolitan University Prague organized the scientific workshop dedicated to Learning interactions for development of media literacy training network in Central Europe aiming primarily on media practitioners. The workshop was entitled “Learning interactions for media practitioners” and took place online (Zoom platform) due to the Covid-19 pandemic. Media practitioners from each country were invited as well as other interested parts. The workshop was open to public with no registration needed.

## 6 Lessons learned

### **Welcoming intro – Ladislav Cabada, Metropolitan University Prague; Matevž Tomšič, Schools of Advanced Social Sciences Nova Gorica**

The anchorperson of the workshop, Assoc. Prof. Ladislav Cabada from MUP, welcomed all the participants and shortly introduced the framework for the workshop including the presentation of the speakers. He also presented the timetable of the workshop and invited participants to take an active part in the discussion. Prof. Matevž Tomšič from SASS as the main investigator than shortly presented whole MELIA Observatory project.

### **Curriculum of Training Program on Media Literacy and Active Citizenship – speaker: Radka Michalová, Edhance**

Radka Michalová presented the outputs related with the A.T.3.1 “Learning toolkits”. Firstly, she summarised the content of these outputs: curricula, interactive presentations, handbook and brochures. Later she specified the target groups and 6 thematic areas for media literacy deepening. In the second part of the presentation the selected material were illustrated. There was designed set of interactive presentations based on a website technology, with multimedia content and active elements that the students, pupils or teachers control. Furthermore, also the Handbooks were presented and the whole performance was supplemented by the visual illustrations.



**MELIA Observatory Web Platform – speaker: Aneta Gołębiowska, Algebra University College**

Aneta Gołębiowska introduced to the participants the platform interface created within the project. The Web platform is checking the emotional saturation of media content. The tool was prepared for different electronic devices such as computers, smartphones, tablets, etc. Initially, the software was designed for 5 languages. It might be used on different types of content (texts, social media etc.) distinguishing the negative vs. positive sentiment with red and green colour, and measuring the strength of the sentiment on the scale between 0 and 100 per cents. The speaker demonstrated the basic functions of the platform on selected examples.

**Media Environment in the Danube Region – speaker: Daniel Köppl, The Council for Radio and Television Broadcasting, Czech Republic**

Daniel Köppl, experienced journalist and media manager, presented the fundamental changes the media environment and ecosystem is undergoing not only in East-Central Europe. He stressed the differences between the relatively stable West European and Anglosphere media and the new, limited, and specific media market in post-Communist countries. The printed media are losing their position and role, while the TVs role is merging with the radio. In Köppls opinion, in East-Central Europe we miss the supportive financial environment that would be comparable with the Wes. As the result, often the small groups of oligarchs own the media using them for business as well as political promotion.

**Closing remarks – Ladislav Cabada, Metropolitan University Prague**

Ladisav Cabada closed the workshop concluding that there are many challenges for the media ecosystem in Central Europe as presented in the reflection of Daniel Köppl. He also stressed the challenge to transmit the toolkits and learning material prepared into the all language versions and discourses in Danube region including the selection of tailor-made and understandable examples.