The MELIA Observatory Project

Media Literacy Observatory for Active Citizenship and Sustainable Democracy

T3.2./2 Documented learning interaction
Learning interactions for policy-makers

Document Reference

Project Acronym	Melia Observatory
Project Code	**DTP3-657-4.1**
Project URL	https://www.interreg-danube.eu/approved-projects/melia-observatory
EU Project Officer	Johannes Gabriel

Project Manager	**Name**	prof. dr. Matevž Tomšič	**Affiliation**	SASS
	Email	matevz.tomsic@fuds.si	**Phone**	+386 40 300-292

Output Name	T3.2./2 Documented learning interaction Learning interactions for policy-makers
Output Number	T3.2

Type	report	**Distribution Level**	

Responsible Author(s)	Alenka Pandiloska Jurak
Contractual Date of Delivery	January, 2022
Status	Final
Quality assurance reader	Tamara Besednjak Valič

Change History

Version	Date	Status	Author (Unit)	Description
0.1	January 2022	Draft	Alenka Pandiloska Jurak	First Draft
0.2				
0.3				
1.0				

TABLE OF CONTENTS

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.

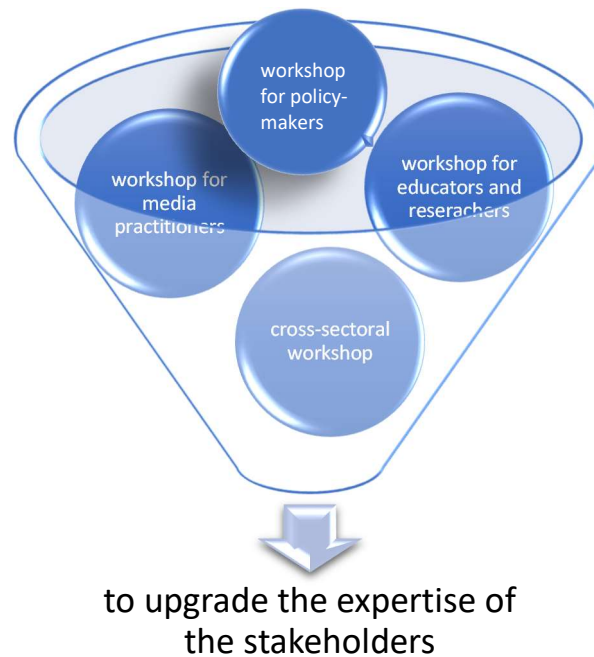to upgrade the expertise of
the stakeholders

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

Local public authority

Institutions of public authority at local/municipal level play important role in the system of multilevel governance. They are in change for regulations and policies that have significant impact of people's life in their communities. In the field of media and education, their role is important at least at certain levels. In many countries, elementary schools are funded by municipalities. They also have an impact in terms of providing conditions for youth participation in political and social life at the local level. Their involvement in the project activities is particularly important from policy and strategic aspects, contributing to the relevance of project outputs in terms of improving institutional conditions of the rise of civic

competence and active citizenship at the local level.

National public authority

Institutions of public authority and the national level still play a key role in the system of multilevel governance. They are in change for regulations and policies in the key fields of society. As such, they have a crucial impact on the level of political and social participation and the quality of democratic governance. Their actions also strongly affect the level of social and political trust of the citizenry. With our project, we in particular target those national institutions that deal with media, education, youth and civil society issues. Their involvement in the project activities is particularly important from policy and strategic aspects, contributing to the relevance of project outputs in terms of improving institutional conditions of the rise of civic competence and active citizenship at the national level.

3 Objective

This learning interaction addresses existing policy frameworks on media education and its implementation and necessary policy development in the area. Policy guidelines for

strengthening youth media literacy skills and active citizenship in Danube region, being develop in the framework of MELIA Observatory were addressed.

The following topics for presentations and debates were selected:

- **Curriculum of Training Program on Media Literacy and Active Citizenship**
- **MELIA Observatory Web Platform**
- **Policy Gudelines 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 policy-makers to be used by the end of the project.

Figure 2: MELIA Observatory interconnected materials for policy-makers

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. READING MATERIALS in various languages. The reading list is available here: https://www.interreg-danube.eu/approved-projects/melia-observatory/section/materials-for-educators

3. MATERIALS FOR ELEMENTARY SCHOOL PUPILS

3.1. HANDBOOKS

- [Manipulation and Propaganda](#)
- [Behavior on Social Networks](#)
- [Marketing and Advertising](#)
- [Critical Thinking Skills](#)
- [News and Hoaxes](#)
- [Politics](#)

3.2. INTERACTIVE PRESENTATIONS

- [Manipulation and Propaganda](#)
- [Behavior on Social Networks](#)
- [Marketing and Advertising](#)
- [Critical Thinking Skills](#)
- [News and Hoaxes](#)
- [Politics](#)

4. MATERIALS FOR HIGH SCHOOL STUDENTS

4.1. HANDBOOKS

- [Manipulation and Propaganda](#)
- [Behavior on Social Networks](#)
- [Marketing and Advertising](#)
- [Critical Thinking Skills](#)
- [News and Hoaxes](#)
- [Politics](#)

4.2. INTERACTIVE PRESENTATIONS

- [Manipulation and Propaganda](#)
- [Behavior on Social Networks](#)
- [Marketing and Advertising](#)
- [Critical Thinking Skills](#)
- [News and Hoaxes](#)
- [Politics](#)

5. MELIA Observatory Service interface

6. Policy suggestions for countries from Danube Region to tackle issues in the fields of media literacy and active citizenship

7. Guidelines with Action Plan for policy makers, with special focus on areas of media, education and youth issues, in relation with democratic governance

5 Working interactions

On January 28, 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 policy makers. The workshop was entitled "Learning interactions for policy makers" and took place online (Zoom platform) due to the Covid-19 pandemic. Policy makers 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.

Policy Gudelines in the Danube Region – speakers: Bogdan Radu and Gabriel Badescu, Babeş-Bolyai University

Bogdan Radu and Gabriel Badescu presented the result from the Workpage 1 of the MELIA project collecting data about the media literacy ecosystems in the Danube region countries. They presented the data collection process and methods and analysis and the inquiry of media literary policies in these nations. As the most advanced countries in media policies Germany and Slovenia were recognized. Furthermore, they presented set of policy recommendations, and media literary policy ideas/suggestions, respectively:
- understandings of media literacy are becoming more comprehensive
- policy recommendations – to establish media literacy and education taskforce (monitoring, reports, red flags on media monopolies ….
- national media literacy evidence basis

- improve cross-disciplinary and intersectoral cooperation
- education policies – media literacy curricula based on competencies
- upskill librarians
- work with social media influencers

Closing remarks – Ladislav Cabada, Metropolitan University Prague

Ladislav Cabada closed the workshop concluding that there are many challenges for the media ecosystem in Central Europe as presented in the presentation of Bogdan Radu and Gabriel Badescu and also in the follow-up discussion. Matevž Tomšič invited all participants also to the fourth workshop interconnecting all sectors and stakeholders, scheduled on 31 January 2020.