

# MEDIA LITERACY AND EDUCATION NEEDS OF JOURNALISTS AND THE PUBLIC

Considerations and Policy Recommendations - a document issued in conjunction with the Regional Conference MEDIA LITERACY AND EDUCATIONAL NEEDS OF THE JOURNALISTS AND THE PUBLIC, Skopje, 28-29 March 2017

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Project: SEE Partnership for Media Development

## KEY FINDINGS:

- 1 the education of media professionals and the education of the public are ends of the same information link that traverses the society; they may be treated either together or separately, but they feed into the same flow of information.
- 2 Media and information literacy is a life skill that should be mastered by all citizens; for the time being, not all the countries/stakeholders understand and value its role in society.
- 3 Media and information education should be an endeavor for all stakeholders, at national, regional and European level; for the time being, the non-state actors lead the way.
- 4 Media and information education (with an emphasis on critical thinking and switching from consumption to action) should start at early ages, but address all ages; for the time being, the teenagers seem to be the focus of all efforts.
- 5 The education of journalists should include both professionals and technological skills; currently, it is lagging behind, following obsolete curricula. Specialized journalism programs tend to be closed down.
- 6 Efforts in the field of media education and media literacy should be in line with the technological development in order to keep their relevance; for the time being, they are often reactive instead of pro-active.



### STATES shall:

- support the freedom of expression as a core value and a fundamental human right
- make media and information literacy a priority and imagine ways to insert it into the core education in schools
- provide for appropriate funding for education institutions (universities, schools)



### UNIVERSITIES shall:

- keep and modernize their journalism degree programs
- increase the level of knowledge and training of teaching staff both in ICT and in media literacy
- turn into fore-runners in research and innovation in media literacy



### SCHOOLS shall:

- embrace the idea of media and information literacy as a life skill for students
- improve the level of knowledge and training of teaching staff
- open toward work with CSOs in developing creative, non-formal MIL programs



### OTHER STAKEHOLDERS:

- shall develop and apply innovative approaches to media and information literacy programs
- shall aim at various audiences, of various ages, not only through the educational system

### BUSINESS shall:



- respect and consistently enforce the journalistic standards
- cooperate with the universities to design and implement programmes better mirroring the changed needs of the industry
- acknowledge and embrace their role as freedom of expression agents

### PUBLIC MEDIA SERVICES shall:



- serve as an example in observing the highest professional standards, while using advanced technologies
- open to universities and actively participate in the formation of the new generations of journalists

### CSOs shall:



- develop public campaigns on media and information literacy importance
- advocate the introduction of the media and information literacy into the educational system from the very beginning of schooling and promote alternative LLL activities

### THE EUROPEAN UNION shall:



- promote and protect the freedom of expression, as a basic human right and media and information literacy as a needed life skill for all EU citizens
- position itself as a leader in the field of MIL, being creative and innovative rather than reactive

Access the document "Considerations and recommendations" at the link: [http://seemediapartnership.cji.ro/wp-content/uploads/2017/05/Recommendations\\_final.pdf](http://seemediapartnership.cji.ro/wp-content/uploads/2017/05/Recommendations_final.pdf)

Access the study "Media Literacy and Education Needs of Journalists and the Public in Albania, Bosnia-Herzegovina, Macedonia, Montenegro and Serbia" pe website-ul: [www.seemediapartnership.cji.ro](http://www.seemediapartnership.cji.ro)