



The European Union IPATAIB 2009 Programme

# Media Literacy in Europe

## Developments and Challenges

Paolo Celot

Presentation for the AAAMS

*Skopje 24 April 2015*

- Why Media Literacy is important
- ML Concepts
- What the EC is doing on ML;
- ML Criteria and Framework;
- Challenges and Methodology;
- Recommendations and Macedonia;
- Q&A

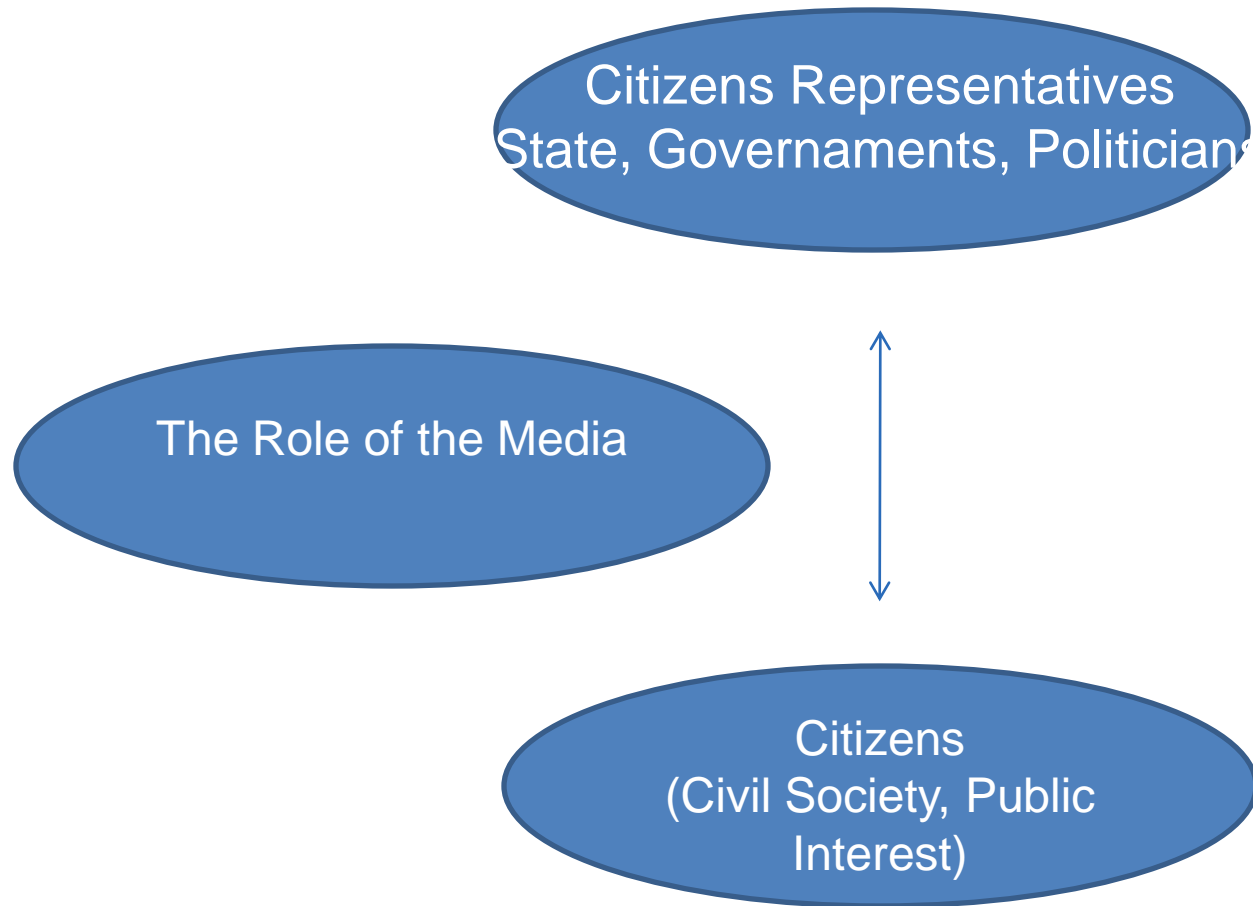


Why Media Literacy is important.

Are the Interests of Governments (and Media) Compatible  
with the Interests of Citizens ?

Paolo Celot

# PLAYERS ON AN UNFAIR PLAYING FIELD



# INTRODUCTION TO ML CONCEPTS

## **EC Definition**

Media literacy is defined as the ability to access the media, and to understand and critically evaluate different aspects of the media and media content.

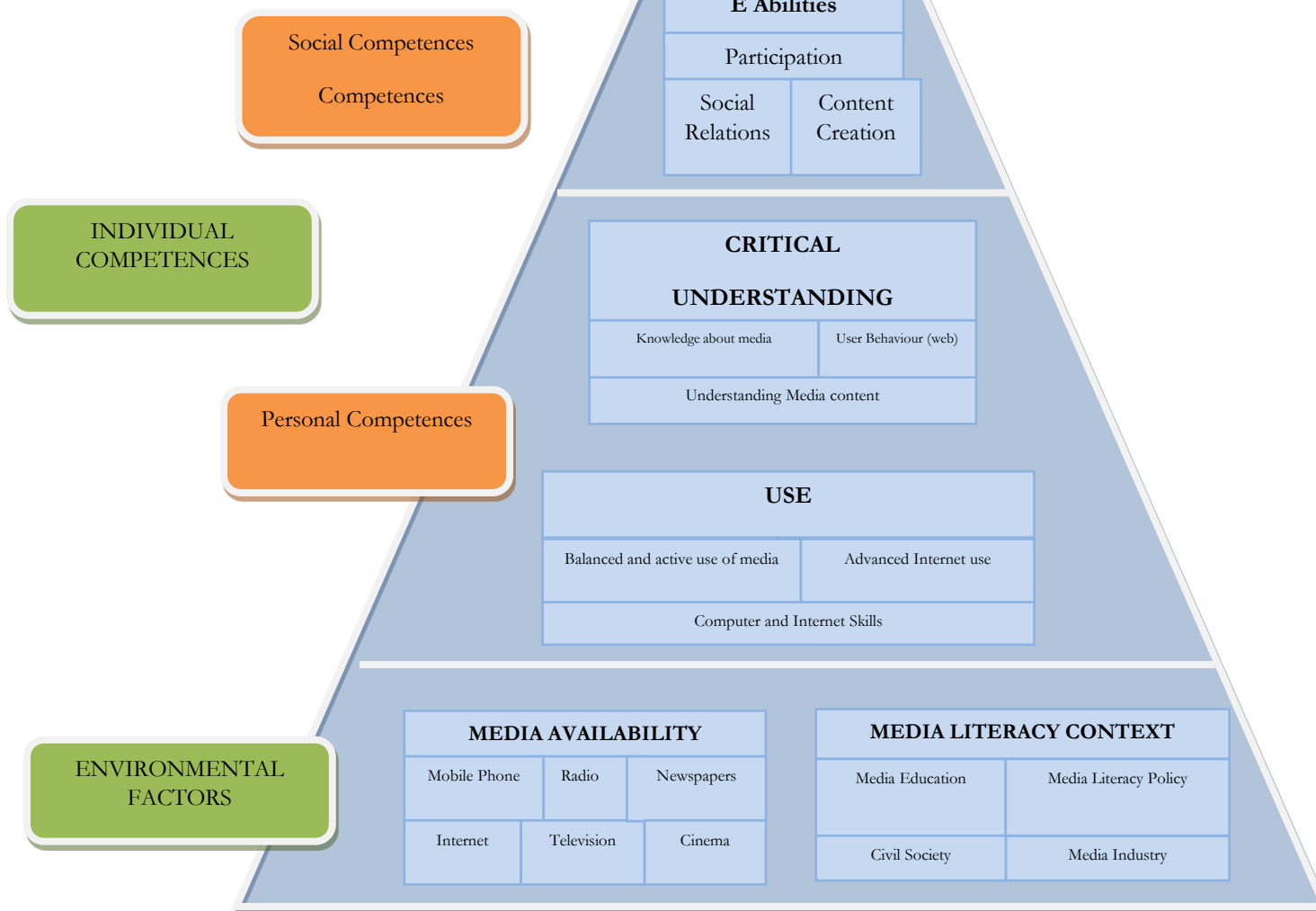
Media literacy also includes the ability to communicate in a variety of contexts.

## **European Commissioner**

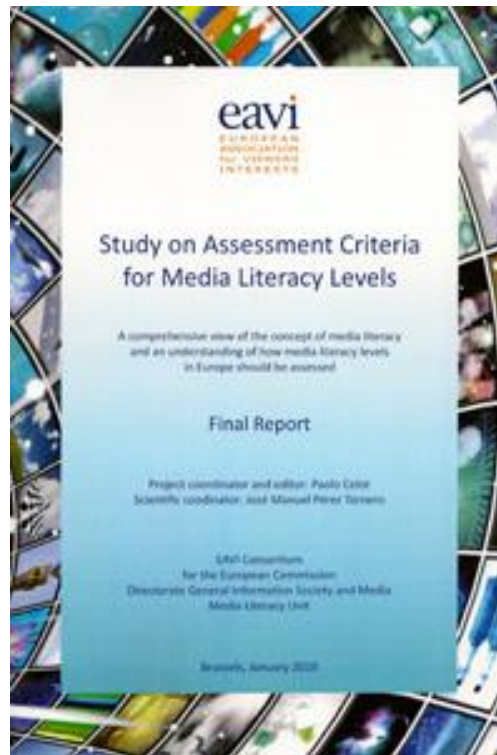
In a digital era, the ability to read and write – or traditional literacy – is no longer sufficient.

Media literacy is crucial for achieving full citizenship.

# EAVI – MEDIA LITERACY CRITERIA STUDIES



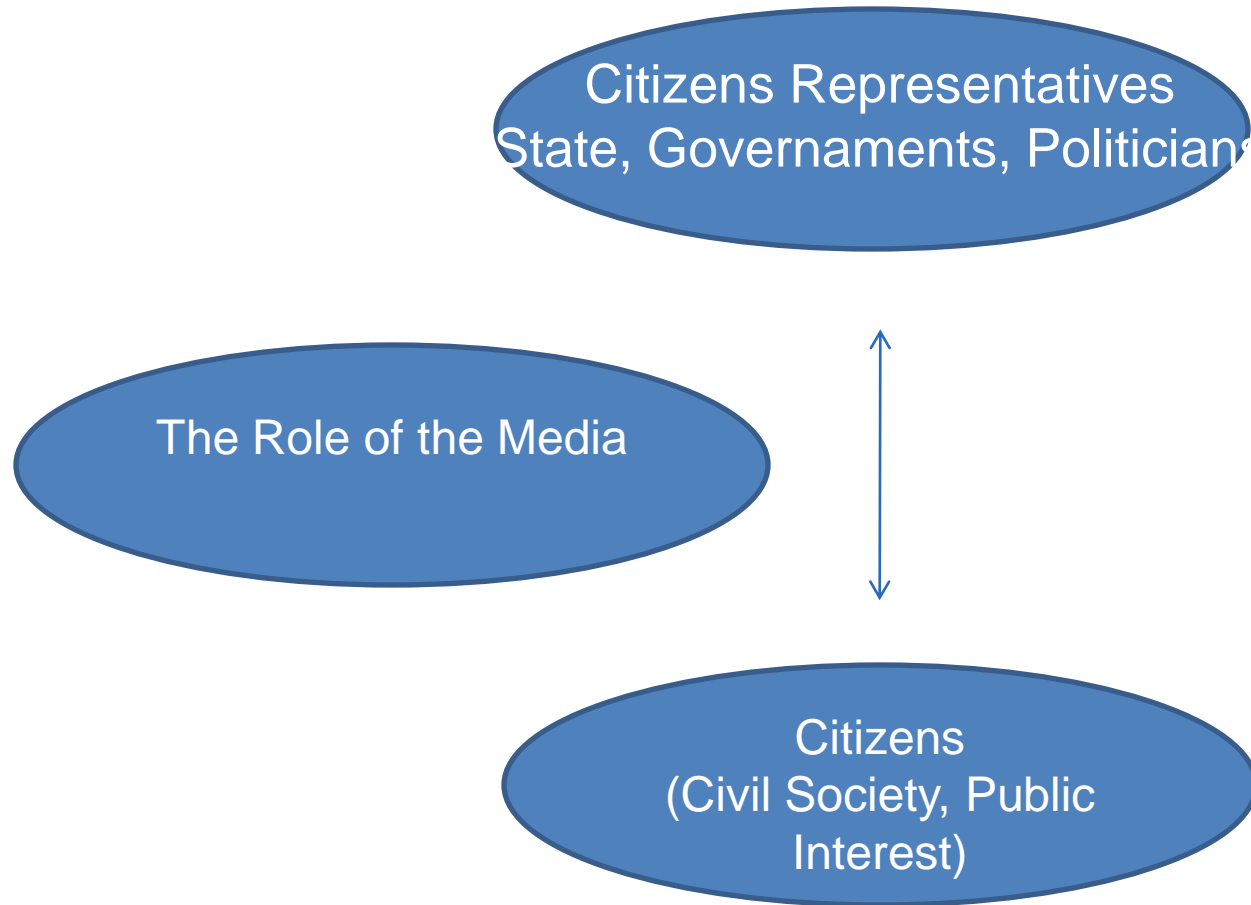
# EAVI STUDIES for the European Commission



eavi  
EUROPEAN ASSOCIATION  
for VIEWERS  
INTERESTS



# PLAYERS ON AN UNFAIR PLAYING FIELD





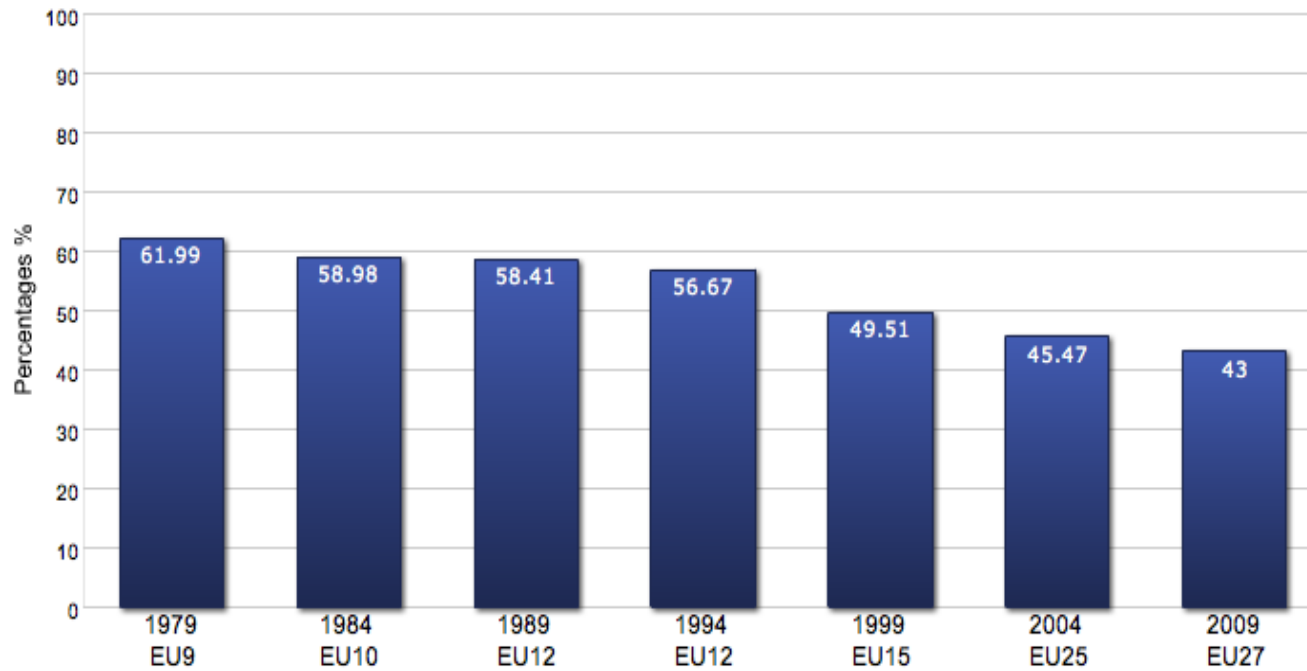
# CITIZENS DISAFFECTION

Turnout at the European elections (1979-2009)

Graphic view

Text view

Definitive



# PLAYERS ON AN UNFAIR PLAYING FIELD

Citizens Representatives  
State, Governments, Politicians

*Censorship and  
Manipulation of  
Information*

The Role of the Media  
(media policy, new  
media)

New Media an  
Opportunity  
for Democracy

Citizens  
(Civil Society, Public  
Interest)

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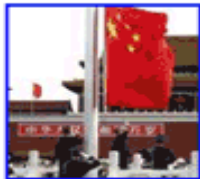
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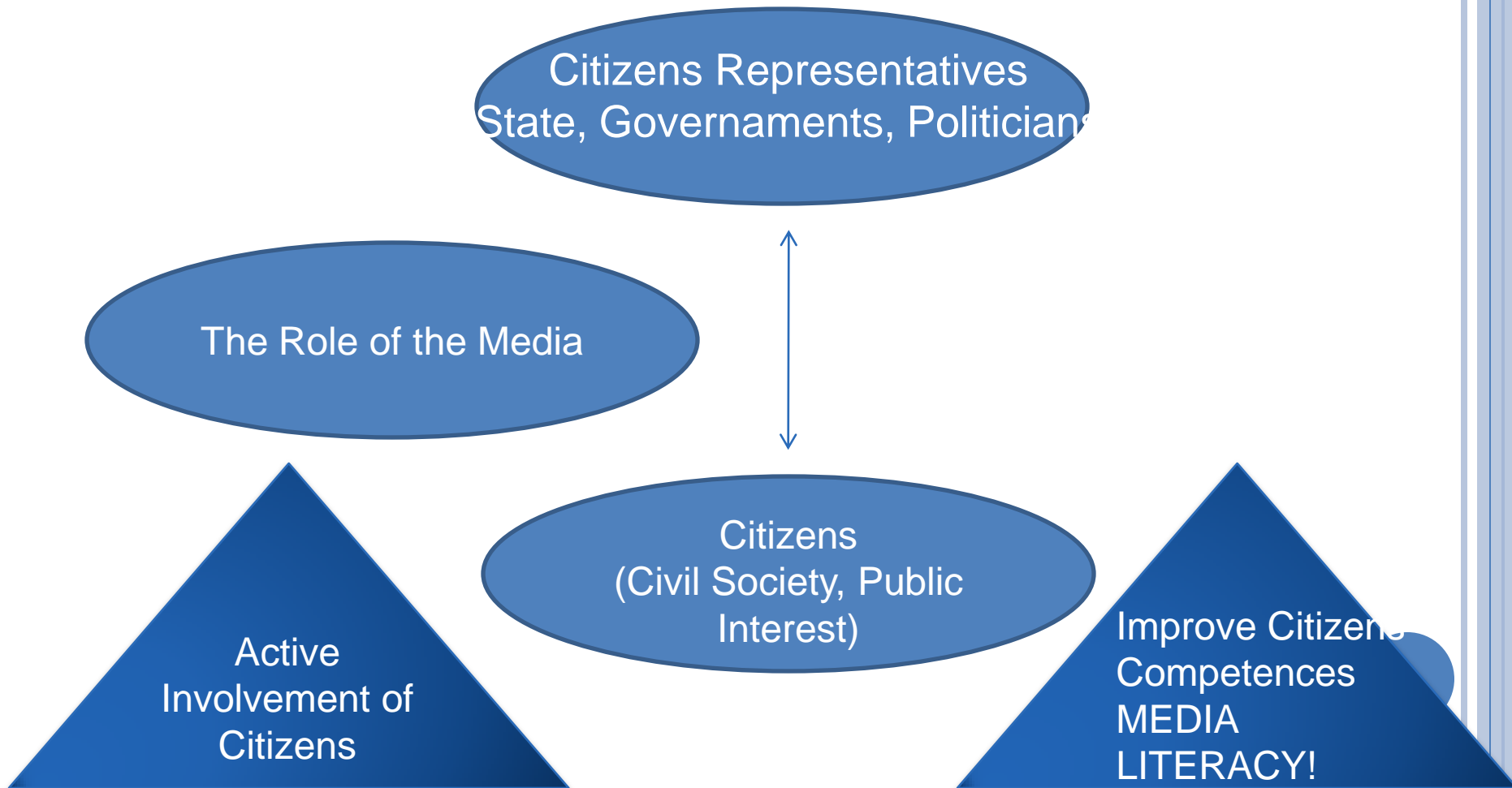
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# PUBLIC SERVICE (?) BROADCASTER



Paulo Ceol for ARAVIS - 24 April 2013 - Skopje



# AN ANSWER



Are the Interests of Governments (and Media)  
Compatible  
with the Interests of Citizens ?



# IN SUMMARY

1. Media Literacy is key to democracy.
2. Public interest values should be pursued.



THANK YOU.

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