

PROGRAMME

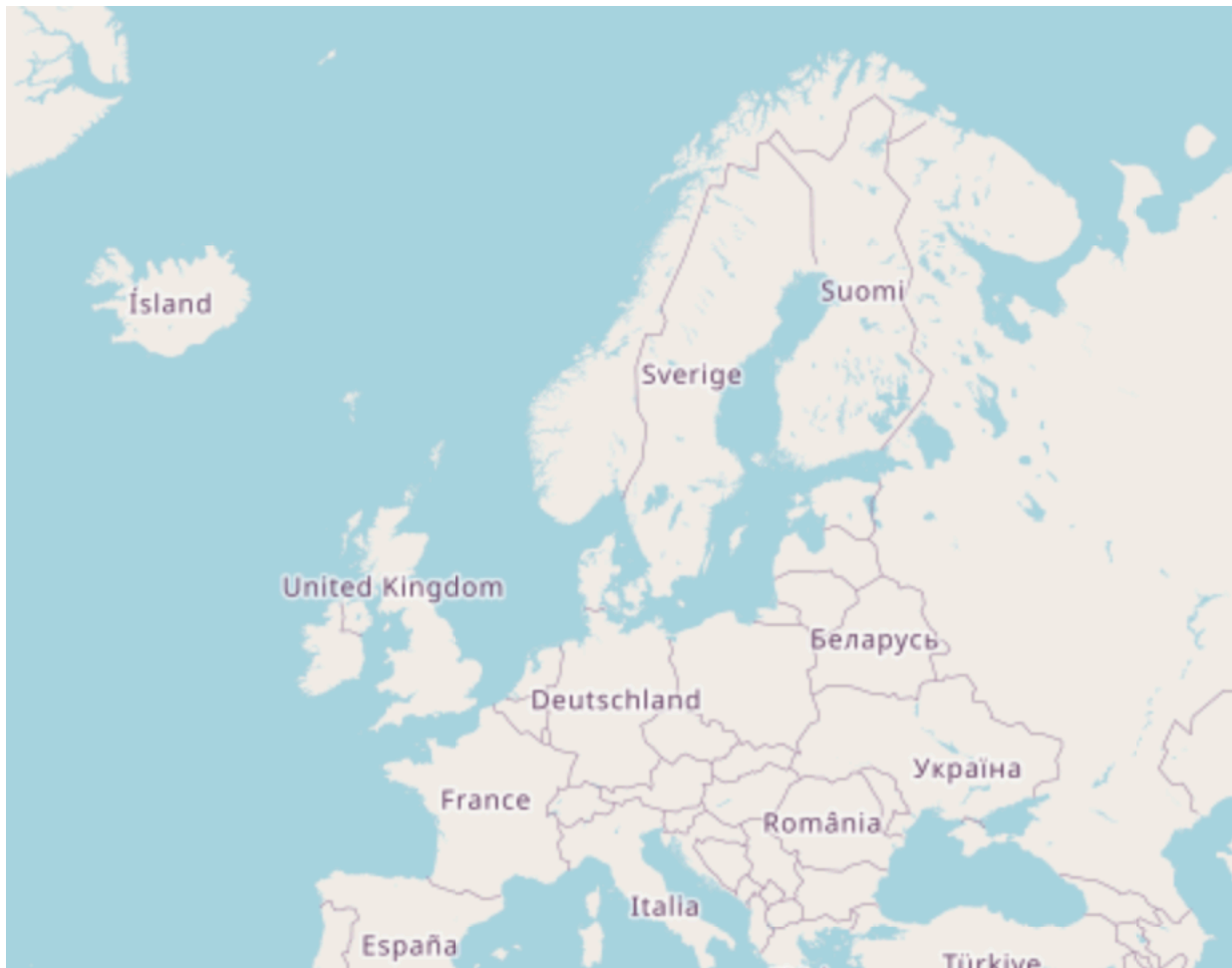
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- 11:55–12:00 Questions, comments, discussion – and wrap-up

ADVANCING MEDIA LITERACY RESEARCH IN THE BALTIC SEA REGION



Maarit Jaakkola
University of Gothenburg
maarit.jaakkola@gu.se

WHY BALTIC SEA (BS) REGION?



- Estonia, Latvia, Lithuania, Poland, Finland, Sweden, Denmark, Germany, Russia – existing geo-cultural frameworks:
 - The Baltic countries
 - The Nordic countries
 - The Scandinavian countries
 - Eastern European countries (EEA)
 - Post-Soviet countries
 - Poland
 - Russia

MIL – A UNIVERSAL CONCEPT

- Media literacy, (ML) media and information literacy (MIL), media competence(s), media skills, digital skills/competences, media education, media pedagogy, media bildung, multiliteracies, augmented literacies...
- "The essential competences (knowledge, skills and attitude) that allow citizens to effectively engage with media and other information providers and develop critical thinking and lifelong learning skills to socialize and become active citizens" (UNESCO, 2011)
- "The ability to access, analyze, evaluate, create, and act using all forms of communication" (National Association for Media Literacy Education, 2020)

CORE CONCEPTS IN THE COUNTRIES OF THE BS REGION, PART I

Country	Official language	Government	School	Civil society
Estonia	Estonian	Media (and communication) education (<i>meedia[- ja kommunikatsiooni-] haritus, meediakasvatus</i>)	Communication competence (<i>suhtluspädevus</i>) and digital competence (<i>digitaalne pädevus</i>), information environment (<i>teabekeskkond</i>) as cross-curricular topic	Media competence (<i>meediapädevus</i>), media (and information) literacy (<i>meedia- [ja info]kirjaoskus</i>)
Latvia	Latvian	Media literacy (<i>medijpratība, mediju pratība</i>)	Digital literacy (<i>digitālā pratība</i>)	Media literacy (<i>medijpratība</i>)
Lithuania	Lithuanian	Media and information literacy (<i>medijų ir informacinis raštingumas</i>)	Media and information literacy (<i>medijų ir informacinis raštingumas</i>)	Media and information literacy (<i>medijų ir informacinis raštingumas</i>), media literacy (<i>medijų raštingumas</i>)
Poland	Polish	Digital competence (<i>kompetencje cyfrowe</i>)	No core concept; attached to use of information and problem solving	Media education (<i>edukacja medialna</i>)
Russia	Russian	Media literacy (<i>медиаграмотность</i>)	No core concept; media education (<i>медиаобразование</i>)	Media education (<i>медиаобразование</i>)

CORE CONCEPTS IN THE COUNTRIES OF THE BS REGION, PART 2

Country	Official language	Government	School	Civil society
Finland	Finnish (F), Swedish (S)	Media education (F: <i>mediakasvatus</i> , S: <i>mediefostran</i>), media literacy (F: <i>medialukutaito</i> , S: <i>mediekunnighet</i>)	Multiliteracy (<i>monilukutaito</i>)	Media education (<i>mediakasvatus</i>), media competence (<i>mediataidot</i>)
Sweden	Swedish	Media and information literacy (<i>medie- och informationskunnighet, MIK</i>)	Digital competence (<i>digital kompetens</i>)	Media (and information) literacy (<i>medie- [och informations]kunnighet, MIK</i>), digital competence (<i>digital kompetens</i>)

LAYERS OF THE MIL ECOLOGY

Policy



- National policies in media literacy, media and communication, mass communication...
- Sectoral policies: education, culture, communications...

Coordination



- National actors: authorities, associations, collaboration platforms

Pedagogy & practice



- National, regional, local actors: projects, initiatives, campaigns, networks, institutional activities and practices...

Evaluation



- The academy: researchers
- Others: industry experts and analysts, consultants etc.

SPECIAL ISSUE: ADVANCING MIL RESEARCH

- Central European Journal of Communication 13(2):

”Advancing Media Literacy Research in the Baltic Sea Region”

Guest editor: Maarit Jaakkola

Editor: Agnieszka Stepinska

6 research articles from 12 authors from 6 countries

Interview with Dr. Grzegorz Ptaszek from Poland

Book reviews:

- Carlsson, Ulla (ed.) (2019): *Understanding MIL in the Digital Age* (Aukse Balcytiene, Lithuania)
- Buckingham, David (2019): *The Media Education Manifesto* (Katrin Saks, Estonia)
- Kellner, D. & Share, J. (2019). *The Critical Media Literacy Guide: Engaging Media and Transforming Education* (Michael Forsman, Sweden)



Photo: Paulina Barczyszyn-Madziar

”Media education is not tied to a single administrative sector, but is instead a topic addressed to a certain extent in almost all administrative sectors. Media education is framed in the policy documents as protectionism, cultural participation, future working competences, inclusion, broad media education, democracy, a national security issue, cosmopolitanism and a question of wellbeing.”

Media literacy as a cross-sectoral phenomenon: Media education in Finnish ministerial-level policies
by **Lauri Palsa** and **Saara Salomaa**

”The results of the study showed that information literacy (IL) was mainly represented through digital and ICT skills and not explicitly present in any of the studied documents. The representation of IL in the studied documents did not change over time (1998–2014). However, the understanding of digital literacy itself changed over the two periods, binding more IL-related concepts into itself during the recent period than in the earlier.”

Information literacy on the political agenda: An analysis of Estonian national strategic documents
by **Kertti Merimaa** and **Krista Lepik**



”The results from our survey on public perceptions on media literacy are controversial. Even though more than half of Latvia’s population view their media literacy knowledge as insufficient, 52 per cent of the respondents are not interested in MIL issues. Concerning the consequences of insufficient media literacy skills within society, the respondents focused mostly on threats to children.”

Media education in the common interest: Public perceptions of media literacy policy in Latvia
by **Anda Rožukalne**, **Ilva Skulte** and **Alnis Stakle**



” Fact-checking initiatives could essentially be seen as important tools for MIL, which empower people with access to information and knowledge, as well as promote critical thinking skills. We could distinguish two types of fact-checking initiatives in Poland: first, independent initiatives created by civil society actors and, second, initiatives created by the media.”

Fact-checking initiatives as promoters of media and information literacy: The case of Poland
by **Michał Kuś** and **Paulina Barczyszyn-Madziarz**



” Journalism students who had taken various MIL courses showed better news literacy skills in evaluating the trustworthiness of news compared to publishing and advertising students whose learning was minimally related to MIL.”

The importance of media literacy education: How Lithuanian students evaluate online news content credibility

by **Andrius Šuminas** and **Deimantas Jastramskis**



”While internet memes have turned from mere entertainment to a news source, they require a very complex set of reception skills. There are several ‘problem spots’: First, the distortion of facts, to the point of disinformation. Second, incomplete, fragmentary coverage of an event or a person. Third, the carnivalization of news discourse is not always obvious for a young audience.”

Meme literacy in Russia: Perception of internet memes by a student audience and issues of critical thinking

by **Svetlana Shomova**



THANK YOU!

Aitäh!
Paldies!
Ačiū!
Dziękuję!
Kiitos!
Tack!
Спасибо!

Central European Journal of Communication

Volume 13 | No 2 (26) | Special Issue 2020

Advancing Media Literacy Research in the Baltic Sea Region

Editor: Agnieszka Stepińska

Guest Editor: Maarit Jaakkola

Editor's introduction:
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Grzegorz Ptaszek:
Media re-education and the need to be
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UPCOMING WEBINARS ON MIL IN AUTUMN 2020—

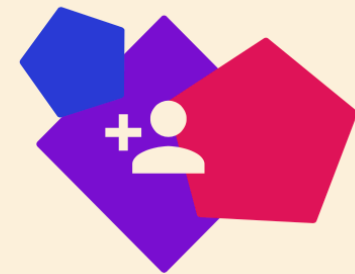
- A new series of webinars by Nordicom and the Swedish Media Council: "Media Education in the Nordic Countries: Lessons Learned from the Neighbours"
- To be continued with European country approaches from November 2020 to May 2021 in collaboration with the Media and Learning Association and European Council
- More information on NordMedia Network:
<https://nordmedianetwork.org/collaboration/webinars/>

<https://nordmedianetwork.org>

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