



# Media Education Programme



Consell  
de l'Audiovisual  
de Catalunya



# Times are changing...



# 7 reports

- Child pornography (2)
- Pro-anorexia and pro-bulimia (2)
- Hate speech against women
- Encourages suicide
- Pro-paedophilia

# Hate speech against women



Youtube channel *Something personal*: How to beat a woman /  
Youtube channel *Lolocausto*: Femenine way of thinking

# Media literacy



**Educating people, especially youth, to develop critical skills on content they watch so they can protect themselves**

edu  
CAC





# Main objectives



- **Boost knowledge of audiovisual language** and encourage **healthy audiovisual consumption** among children and young people.
- **Promote knowledge and comprehension skills** that enable people to effectively and safely use the media.

# eduCAC includes



**Teaching materials**



**Content and proposals  
for families**



**CAC school awards**



# Teaching materials

- Aimed at **students** aged **10 to 16 years old**.
- Developed by the Council in partnership with a **multidisciplinary team of experts** in **pedagogy, teaching** and **audiovisual media**.
- Scheduled to run during the 2017/2018 academic year.

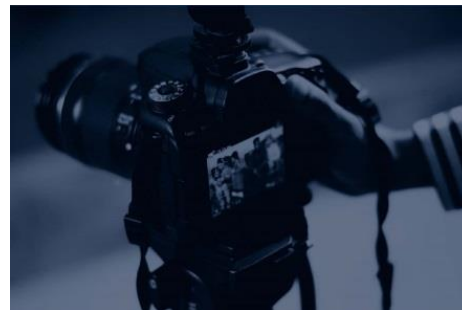
# Teaching materials



Teaching units



Adjacent cross-cutting pathways



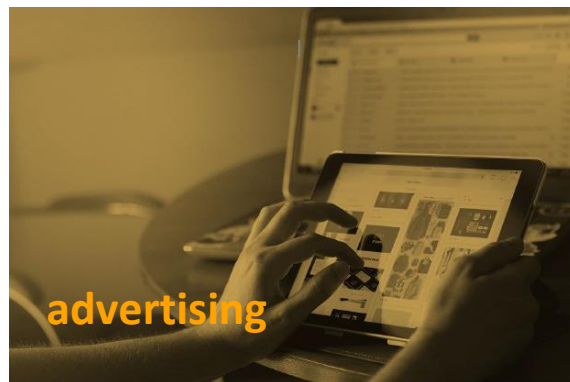
Classroom projects



Tutorials

# Teaching materials

## Teaching units



## Teaching units

**FAKE NEWS**



**"Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools Nationwide" [ABCNews.com.co](http://ABCNews.com.co)**

**2,177,000** Facebook shares, comments, and reactions

## "Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement" [Ending the Fed](#)

961,000

**"Trump Offering Free One-Way Tickets to Africa & Mexico for Those Who Wanna Leave America" [tmzhiphop.com](https://www.tmzhiphop.com)**

802,000

**"FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide"** [Denver Guardian](#)

567,000

**"RAGE AGAINST THE MACHINE To Reunite And Release Anti Donald Trump Album"** [heaviermetal.net](https://heaviermetal.net)

560,000

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK  
SOURCE: BUZZSUMO

# Teaching materials

Teaching units



**What is "Fake News"? We spot fake news**

Source: Info K, Catalan Public Broadcasting

# Teaching materials

Teaching units



**Filter bubbles**



# Teaching materials

Teaching units



**Eli Pariser: beware of filter bubbles on the net**

Source: TED talks

# Teaching materials

Teaching units



**Citizen journalism**

# Teaching materials

Teaching units



**Terrorist attack in Barcelona**

# Teaching materials

## Teaching units



## Youtubers, the new idols

Source: 30 minuts, Catalan Public Broadcasting

# Teaching materials

Teaching units



**Youtubers, the new idols**

Source: 30 minuts, Catalan Public Broadcasting

# Teaching materials

Teaching units



**Best practices on the internet**



# Teaching materials

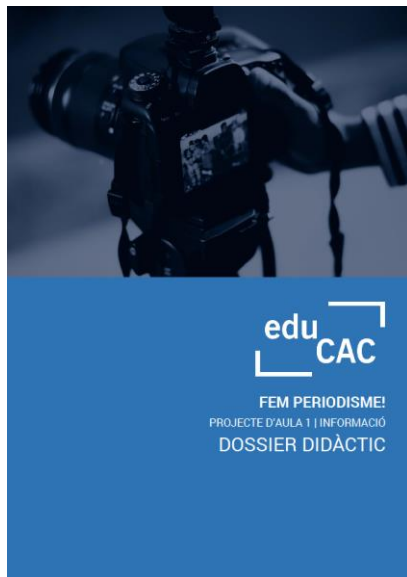
Teaching units



**CAC audiovisual recommendations  
on using the internet**

# Teaching materials

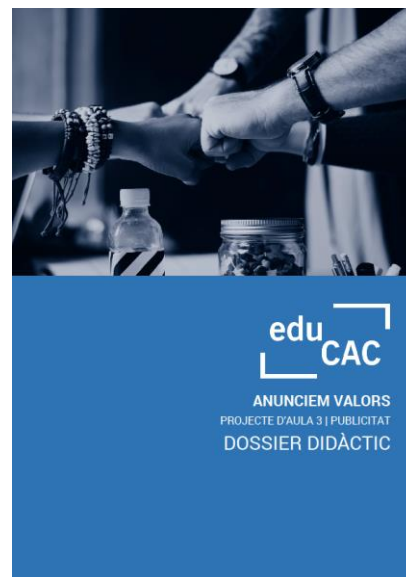
## Classroom projects



I, journalist



Stories



We advertise values



What do people  
know about us?

# Teaching materials

Cross-cutting pathways



To work on values through **three topics**:

- **Women** on our screens
- **Social diversity** in media
- **My digital identity**

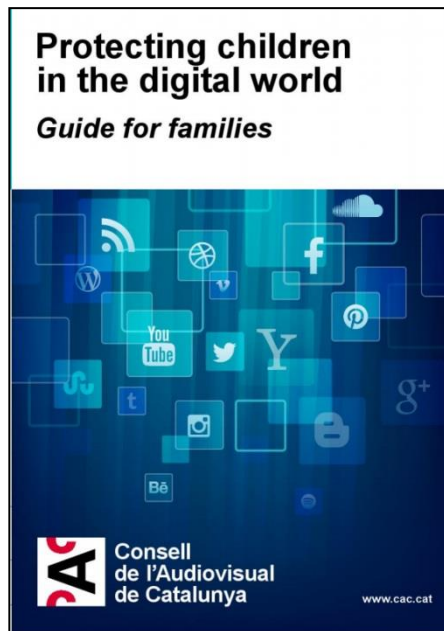
# Teaching materials

## Tutorials

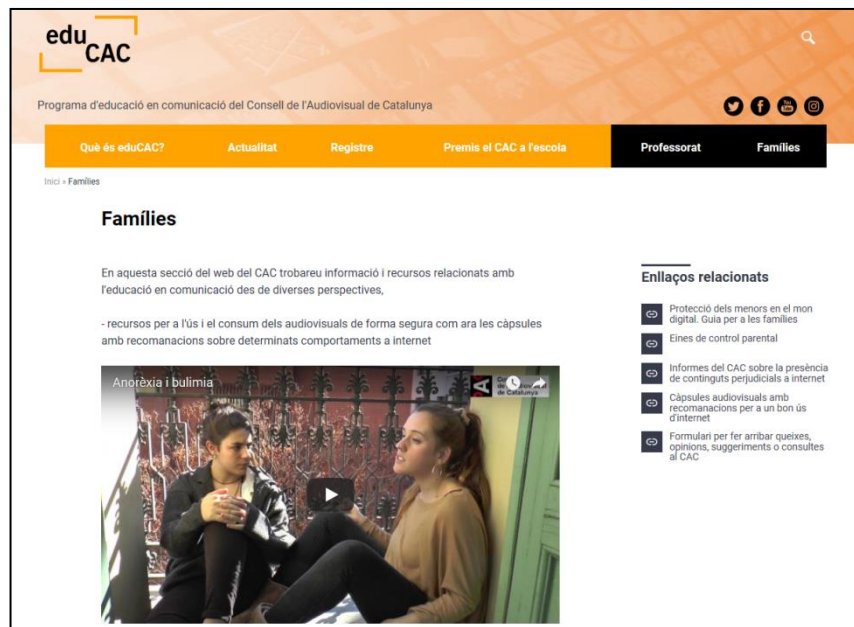


**Tutorials on audiovisual technique and narrative**

# Content and proposals for families



Internet use guide  
for families



CAC audiovisual recommendations  
on using the internet

# Content and proposals for families

The screenshot shows a web form titled 'Defensa de l'audiència'. At the top, there is a breadcrumb trail: 'Inici > Defensa de l'audiència'. Below the title, there are three tabs: 'Procés de la sol·licitud' (highlighted in yellow), '1. Queixa', '2. Dades personals', and '3. Tramesa'. The main content area is divided into two sections. The first section, 'Mitjà de ràdio / TV / altres', contains three radio buttons, with the first one selected. Below this is a text input field labeled 'Mitjà' with the placeholder text 'Seleccioni el mitjà'. The second section, 'Descripció de la queixa, opinió, suggeriment o consulta', contains a large text area for writing. At the bottom right, there are two red buttons: 'Cancel·lar' and 'Següent'.

A form for submitting  
complaints

The screenshot shows a web page titled 'Filtres'. At the top, there is a breadcrumb trail: 'Inici > Internet > Filtres'. Below the title, there is a large banner image showing a family (a man, a woman, and two children) sitting on a couch. The banner contains the text: 'Benchmarking of parental control tools for the online protection of children', 'SIP-BENCH III', 'Safer Internet Programme', 'Empowering and protecting children online', and a green starburst graphic that says 'Find YOUR Tool!'. Below the banner, there is a section titled 'Eines de control parental'. The text in this section reads: 'Voleu controlar el temps que el vostre fill o filla passa a internet? Us agradaria garantir que no pot accedir a llocs web pornogràfics? Voleu protegir el vostre fill o filla d'altres amenaces en línia com ara els jocs d'atzar, les drogues i les autolesions, el contingut racistes, la violència i els delictes? Si és així, heu de considerar instal·lar una eina de control parental a l'ordinador, el telèfon mòbil o la tauleta del vostre fill o filla.' At the bottom, there is a red button that says 'Podeu accedir aquí'.

Parental control tools



# CAC school awards

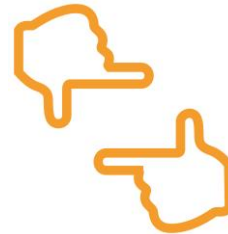


- From primary to secondary education (**3-18 years**)
- Over **300 schools** and **900 projects** entered in 15 years

# Launch and dissemination of materials



- eduCAC launches on **1 November** with a **pilot programme** in 4 schools
- There also will be **informative sessions** for teachers, families, monthly newsletters for both of them, etc.
- A team available to participants to **support** the project.



**Thank you very much  
for your attention !**



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de l'Audiovisual  
de Catalunya**