

Regulatory authority for Electronic Media and media literacy in Serbia



REPUBLIC OF SERBIA



REGULATORY AUTHORITY
FOR ELECTRONIC MEDIA

MILAN TODOROVIĆ

MEDIA LITERACY IN SERBIA

- Few analysis have been made to deal with the impact of ML activities
- since 2005 ML is part of formal education (elementary school), and from September 2018 in secondary schools,
- Many stakeholders – divers competences – no clear strategy
- Strategy for the Development of the Public Information System in the Republic of Serbia – on going process

MEDIA LITERACY IN SERBIA

- On-going project where ML is one of the component:
 - Ministry of Culture and Information - Media Reform Media Support
 - CoE and EU Project - "Reinforcing the Judicial Expertise on Freedom of Expression and Media in South-East Europe" – JUFREX



Capacity building for employees' – workshop on ML (BH, CRO, UK)

Study Regulatory bodies for electronic media and media literacy

Study visit to Magic Valley in Budapest

Study on protection of minors

Reinforcing Judicial Expertise on Freedom of Expression and the Media in South-East Europe(JUFREX)

Funded
by the European Union
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WHY THIS STUDY?

REGULATORY AUTHORITIES FOR ELECTRONIC MEDIA AND MEDIA LITERACY

COMPARATIVE ANALYSIS OF
THE BEST EUROPEAN PRACTICES



Robert Tomljenović

Reinforcing Judicial Expertise on Freedom of Expression and the Media in South-East Europe (JUFREX)

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WHY THIS STUDY?

- to provide Regulator with guidelines for implementing the projects of media literacy
- to explain the concept of media literacy
- to raise awareness of the importance of media literacy for democracy and the entire society
- to raise awareness of the importance of strategic approach to media literacy

THE CONTENT OF THE STUDY?

- the Study comprises several parts, which could be used separately
- it explains both the **term and the concept** of media literacy
- it provides **overview of Council of Europe and EU policies** related to media, digital society and media literacy
- it provides overview of recent documents dealing with issues of **disinformation, hate speech, algorithms, media pluralism...**
- examples of the **best practices** on strengthening media literacy with focus on Finland, Ireland and Croatia
- **it describes the world we live in ...**

CONCLUSIONS OF THE STUDY

- **national policy** is important: it will elaborate on the elements and goals of media literacy, creating platform that would facilitate gathering and cooperation among various social stakeholders
- sends the message about the importance of media literacy for the entire society
- **definition of media literacy** is important: the concept of media literacy that will be relevant and understandable to the entire society and its stakeholders, to implement successful projects

CONCLUSIONS OF THE STUDY

- constant development of media and technologies calls for a greater integration of the wider concept of media literacy into the **country's educational policy**
- it is important to determine the **lead**, i.e. establish an **institutional body** for media literacy or give a mandate to an existing one
- the one which will coordinate other state bodies, initiate and gather the educational, academic, media, cultural, civil society and create a platform for longterm, self-sustainable projects...

RECOMMENDATIONS FOR REGULATORS

- to formulate its own **internal policy** on the matter, clear up the way the media literacy concept is understood within the organization, **identify** potential **partners** and tools, and define **communication channels and goals** (eg. **web portal**)
- to order and carry out a **research** on the media habits of children and parents, and their understanding of media literacy
- to encourage and involve **different social stakeholders** in media literacy and media education projects

RECOMMENDATIONS FOR REGULATORS

- to include the **media** in the media literacy projects, in particular the **public service**
- media should take account of their status and influence within society, and be aware of its social responsibility
- by participating in media literacy projects media also raise and educate their future consumers
- active **international cooperation**, sharing experiences and best practices with other regulatory bodies, and participating in the work of international organizations and associations (EPRA, ERGA, CERF, MNRA, etc.) are all critical for Regulators' gaining of knowledge and best practices

PLANS FOR ML IN SERBIA

- JUFREX tend to continue for the next period, in which we shall have more ML activities in accordance with the recommendation from the study
- Regional cooperation on this issue
- International experience and cooperation with all relevant associations and organizations in Serbia and abroad
- Cooperation with Ministry for Culture and Information and all other relevant state institutions
- Cooperation with public service, NGOs, libraries and other media in Serbia