



Media Literacy Policy



<https://www.coe.int/en/web/freedom-expression>



**AGENCY FOR AUDIO AND
AUDIOVISUAL MEDIA SERVICES**

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

Funded by
European Union
and Council of Europe



Implemented by
the Council of Europe

May 2019

Overall objective

Paolo Celot–
EAVI

JUFREX

- To promote media literacy in Macedonian society having citizens in mind as the ultimate beneficiaries.

- To empower people of different class, age and segments (old people, adults, children, young women etc.) and in their different capacities and contexts (consumers, voters, citizens, etc.) to benefit from the media environment they live in.

Competencies that will guide the Agency

- **1. Critical Consciousness**
- **2. Awareness of Emotions**
- **3. Digital Wellness**
- **4. Full Citizenship**

The concept follows a vision of media literacy which is not just a set of skills to be acquired, but also a number of deeper personal attitudes and approaches to be developed.

Competences 1



Critical Consciousness

- It is not sufficient to just be able to read an information critically – what is needed is to apply quality thinking as a personal attitude and solid values as reading keys.

Critical thinking skills, therefore, must rest on the capacity of developing good thoughts and fine values such as integrity, ethics, empathy and fairness.

Competences 2



Awareness of Emotions



Media Literacy is not only about rational, logical thinking – the emotions are also in play.

It is also necessary to develop the capacity of recognizing feelings.

Emotional intelligence, creativity, intuition and mindfulness about our own online behavior are qualities to be cultivated.

Competences 3

Digital Wellness



Technology should serve people's needs, not the other way around.

People need to be able to use the technologies safely and confidently either for their entertainment, for information or for educational purposes.

It can encompass anything, from being able to switch devices on and off (Internet of Things and Artificial Intelligence), adjusting the settings of social media or refusing consent to third parties to use our personal information and data.

Competences 4



Full Citizenship

Digital citizenship and digital democracy are linked to issues such as online interferences in election campaigns, information warfare and populism spreading through social media.

When encountering hate speech or cyberbullying, users should have the skills and knowledge to recognize these as negative and harmful and decide on the appropriate action to follow, if any.

Citizens should be able to participate in the processes in their societies and beyond national borders (climate change, global peace or human rights, as well as in the life of their national country, etc.).

What the Agency will do:

Alone or in cooperation with other stakeholders

- **Contribute to citizens' understanding of media literacy and increase its visibility and recognition (raising awareness);**
- **Cooperate with international organizations, national ministries and other stakeholders through networking, consultations and reports (cooperation and consultations);**
- **Improve the conditions for civic and democratic participation, including incorporating media literacy and its inspiring principles into the relevant national policy and strategies, including media freedom and pluralism (policy and trends).**

Areas/initiatives

- Encourage the production or distribution of educational resources and information material,
- Develop research, surveys and analysis,
- Organize training for different groups including media professionals,
- Identify and disseminate good practices,
- Develop networking among key stakeholders,
- Organize and participate in national and international events,
- Adapt school curricula,
- Promote quality journalism,
- Facilitate ML inclusion in both regulation and codes of conduct.

Stakeholders

Any public or private organization active in national or international policy or funding, in formal or informal education and in the media or civil society sectors.

Thank you

Emilija Janevska

Agency for Audio and Audiovisual Media
Services

E-mail:

e.janevska@avmu.mk

Web site:

www.mediumskapismenost.mk