

# MEDIA LITERACY

GEORGIAN NATIONAL COMMUNICATIONS COMMISSION

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2019

# MEDIA LITERACY, STATE APPROACH

- At the end of 2017, Georgian National Communications Commission (GNCC) has been ascribed a function of developing and promoting Media Literacy as a result of the legislative changes adopted by the Parliament of Georgia
- Media Literacy Development Department was set up at the end of 2018, which is responsible for development and promotion of ML within the Georgian society (content users)
- Media Academy was also set up in 2018 and its components are Media School, Media Lab and Media Critics (Media Literacy for content makers)

# MEDIA LITERACY, GNCC

- GNCC has created Media Literacy strategy and action plan alongside British expert, Ms. Martina Chapman
- The strategy and action plan has been presented to the Georgian non-governmental and media sector by GNCC management and Ms. Martina Chapman



## GNCC, BLM

- GNCC has been in active consultations with BLM for the purpose of sharing the best practice standard set by BLM over the course of the last 20 years in the field of Media Literacy
- In the period of 10 months, two delegations from GNCC including Head of the Commission, Mr. Kakhi Bekauri, have paid visit to BLM with the goal of sharing experiences
- In particular, model of the structure implemented within GNCC (Media Literacy Department, Media Academy) has been created according to BLM

Link to BLM Newsletter:

[https://www.blm.de/files/pdf2/blm\\_newsletter-februar-2019.pdf](https://www.blm.de/files/pdf2/blm_newsletter-februar-2019.pdf)

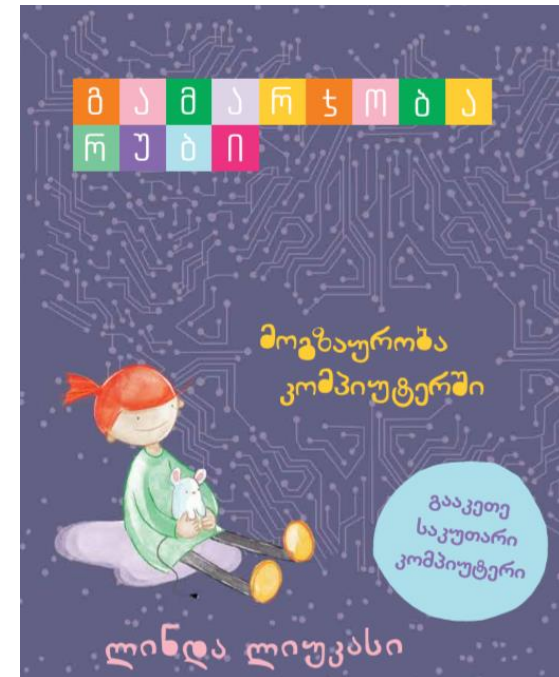
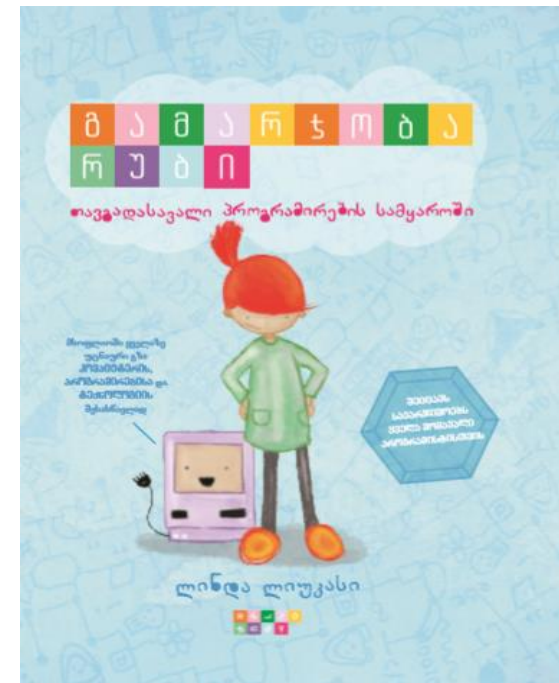


# Media Literacy, Society

- Through active partnership with the Ministry of Education of Georgia, Media Literacy projects have been planned for year 2019 that aim to enhance the following critically important skills amongst children and adolescents:
  - *Learning basics of computer science*
  - *Evaluation and analysis of received information (online content)*
  - *Identifying fake news (disinformation, propaganda, fake news, harmful news)*
  - *Critical evaluation of information source and identification of the author's possible motivation*
  - *Safe and effective usage of possibility of participating in digital and creative economy*
- With this aim, 5 projects will be executed in 2019, which have been selected after studying the best EU practices, evaluating their effectiveness and compatibility with Georgian reality

# “Hello Ruby”

- Finnish children’s book series
- Learning basics of computer science
- Books “*Adventures in Coding*” and “*Journey Inside the Computer*” have been translated in 24 languages
- “Hello Ruby” is used as a programming textbook in schools across New York
- According to the decision of the author, license for publishing “Hello Ruby” books in Georgian language has been granted exclusively to GNCC
- Books have already been published in Georgian



# “Hello Ruby”

- Author of “Hello Ruby” books is a 33 years old Finnish programmer, Linda Liukas, who has been named amongst top 50 women in technology by Forbes magazine
- European Commission named Linda Liukas, digital champion of Finland



## “Hello Ruby”

- Linda Liukas has visited Georgia and was hosted by GNCC
- On 2<sup>nd</sup> of April Linda Liukas held workshop and training for 60 teachers and trainers for the purpose of creating a lesson plan
- 3<sup>rd</sup> and 4<sup>th</sup> year school students at 3 public and 2 private schools of Georgia will study basics of programming with “Hello Ruby” books from September 2019



# Media Literacy Award

## “Truth or Made up?!”

- For the period of May-June 2019, GNCC has announced Media Literacy Award open competition for all 10<sup>th</sup> and 11<sup>th</sup> year school students in Georgia
- Competition aims to enhance skills such as critical thinking, fact checking, analysis and evaluation of sources



## Projects

- **An online platform of national importance** is being created, which will unite all Media Literacy related issues and which will be aimed at different target groups. In the scope of this project, collaboration is planned with non-governmental sector as well as international bodies
- In September-December 2019, a short term educational course will be held in **Digital Media Economy** (12+)– the role of children in an online world and how are the users contributing towards financing of digital media with their behavior and personal data (for example, how is Facebook financed?)
- With the aim of teaching children and adolescents about risks associated with internet usage and safe usage of digital environment, **Online Application and Board Game “Happy Onlife”** is being created in Georgian language – (Cyber bullying, personal data, safe internet, fake news)

GNCC

THANK YOU!