

# Media Literacy in Serbia

## Regulatory Authority for Electronic Media

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# Media literacy – Serbian legislation previously

- Law on Electronic Media
- Law o Public Information and Media

Media Literacy Manual for Pre-University Education for Teachers and Professional Associates

<https://medijskapismenost.com/>

# Media literacy – Serbian legislation now

- New Law on Electronic Media – new rules
- So far 6 years of work on ML
- Started with study visit to Magic valley in Budapest

# Media literacy – first steps



- Aim of the Study - best examples of the European practices of promoting media literacy, with special focus on the role of the regulatory bodies
- Main recommendations:
  - Adopting a national policy or strategy
  - Setting up a media literacy institutional body,
  - Media literacy's stronger inclusion in educational curricula
- Available at <https://rm.coe.int/regulatory-authorities-for-electronic-media-final-eng/168091f423>

# Media literacy – more visual

## Medijska pismenost | REM



RADIONIČKI MATERIJALI ZA VRTIĆE  
ZA DECU OD 5 DO 7 GODINA



# Media Literacy Open Days No.1

- 6&7 October 2022
- Belgrade & Novi Sad

HORIZONTAL FACILITY  
ZA ZAPADNI BALKAN I TURSKU  
2019-2022

***Without mutual work with children and their parents, we can not expect progress.***



# Research on Media Literacy among pre-school children

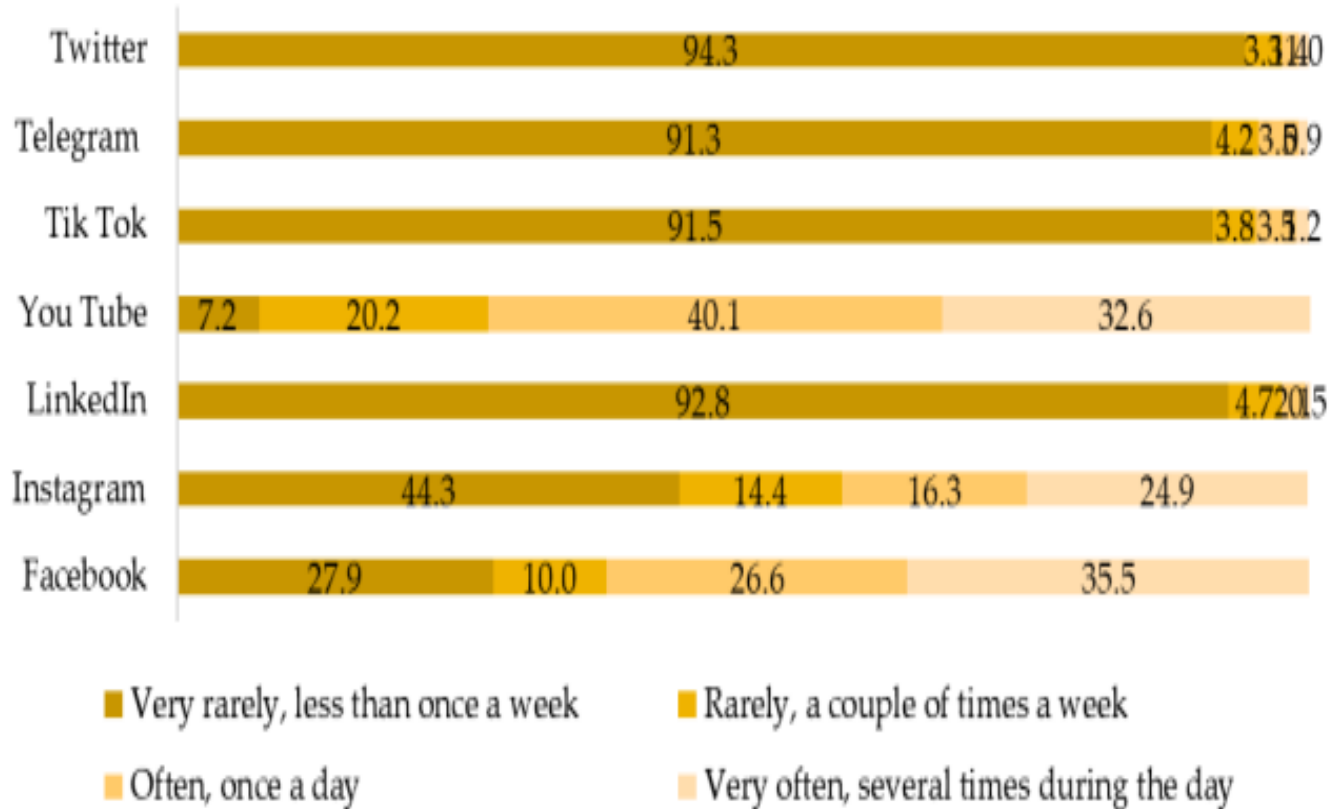


- [HF42-media-literacy-survey-preschool-children-ENG.pdf \(rem.rs\)](#)

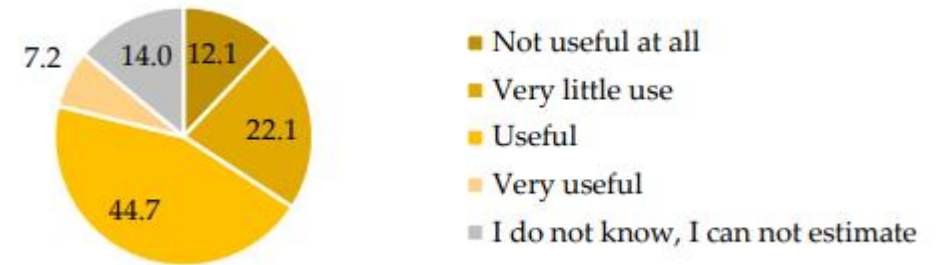
- redefining our understanding of how the youngest members of society interact with the digital realm
- 430 employees of preschool institutions
- 17.5 average years of work
- Belgrade and Novi Sad
- Media habits – teachers, children, introducing ML, assessment and recommendations.

# Some results of the research – teachers

## Frequency of commonly used social network



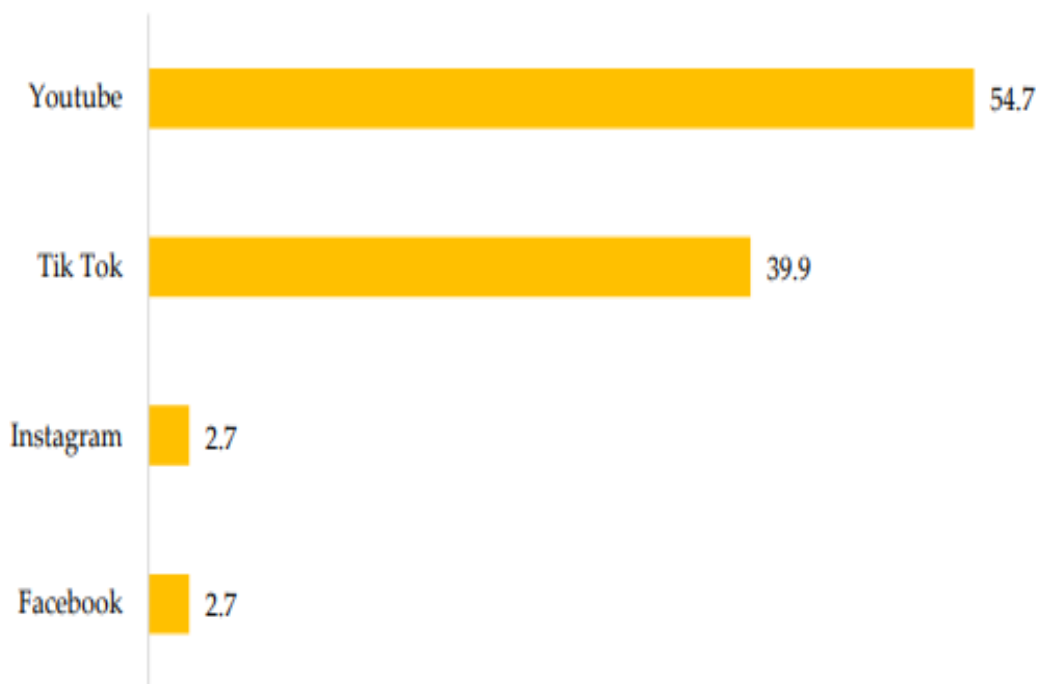
## Benefits from strengthening critical thinking towards media content



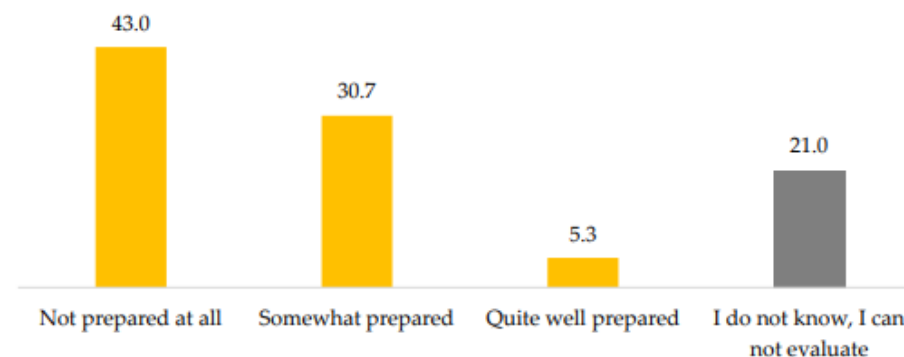


# Some results of the research - children

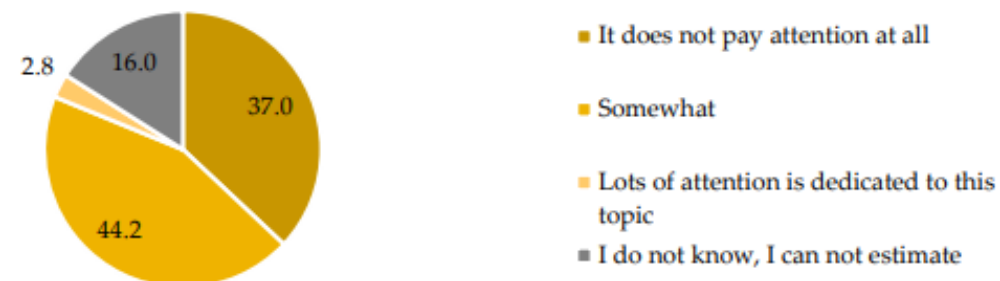
## Most commonly used social network



## Adequate preparation for social network usage



## Efforts of educational system put in media literacy of the youngest



# Training for trainers



- 2 days training
- 10 employees
- Experts from Croatia
- Best practice
- Usable advices

# Media Literacy Team





# Media Literacy Open Days No.2



- 9-16 October
- Held in Belgrade
- 6 trainings for pre-school teachers
- 90 teachers and associates
- Main conclusions:
  - Greater involvement of parents,
  - Continuous campaign
  - More educational materials



THANK YOU!



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