

Alle reden über Medienkompetenz. Wer übernimmt Verantwortung?

Online-Seminar (Englisch-Deutsch) am 19.-21. April 2021

Konzeption und Leitung

Gerhild Schutti (bifeb) und Helmut Peissl (COMMIT)

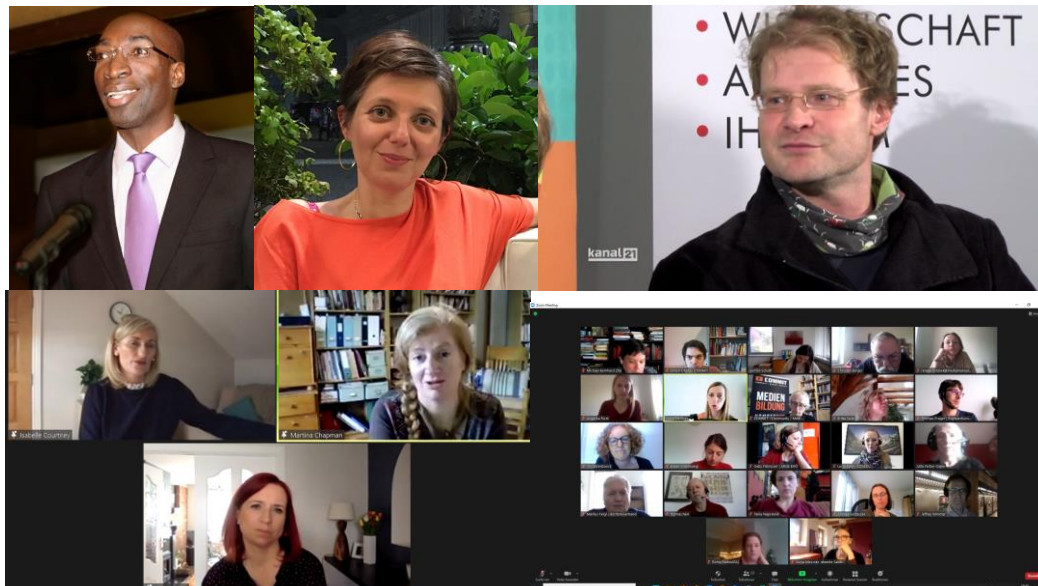
Inhaltliche Einführung und Moderation

Jeffrey Wimmer (Universität Augsburg)



Expert*innen (von links nach rechts)

Alton Grizzle (UNESCO, Paris), **Maria Donde** (OFCOM/EPRA, London), **Martin Ritter** (Thüringer Landesmedienanstalt TLM), **Martina Chapman** (Media Literacy Ireland, Dublin), **Isabelle Courtney** (Training and development subgroup of MLI), **Elaine King** (near tv, Dublin)



Details zur Veranstaltung abrufbar unter:

<https://www.commit.at/veranstaltungen/details/alle-reden-ueber-medienkompetenz-wer-uebernimmt-verantwortung>

Einführung

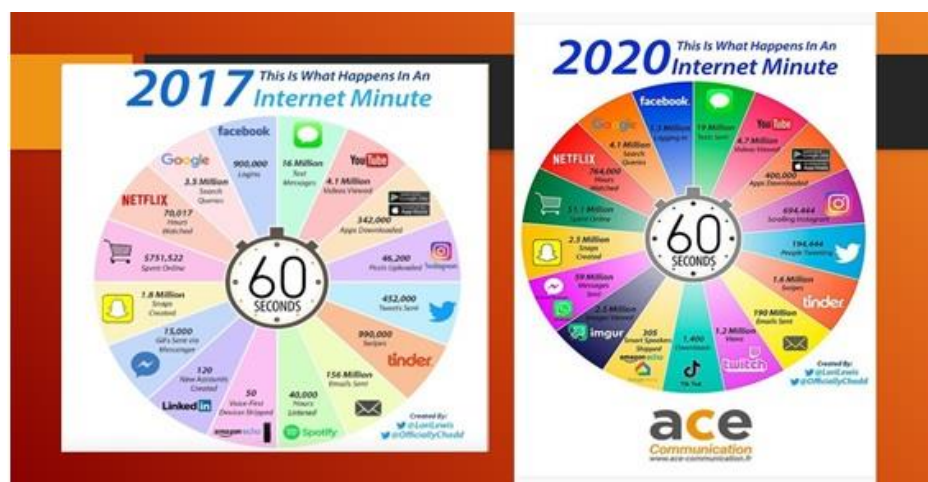
Media & Information Literacy (MIL)-Netzwerke in Belgien, Irland, Norwegen, dem Vereinigten Königreich und anderen Ländern tragen wesentlich dazu bei, Interessensgruppen zu verbinden, das Bewusstsein für den Bedarf von entsprechenden Bildungsangeboten zu stärken und deren Präsenz zu erhöhen.



Diese Vielzahl an Medienkompetenz-Konzepten bzw. -Aktivitäten wurde im Webinar sichtbar gemacht und diskutiert. Die Tagung bot eine Gelegenheit für internationalen Austausch und Policy-Learning: Renommiertere Expert*innen stellten das MIL-Konzept der UNESCO, das Konzept der Critical Media Literacy sowie Erfahrungen und Strategien von nationalen MIL-Netzwerken vor. Gemeinsam wurden Grundlagen zur Etablierung eines MIL-Netzwerkes in Österreich erarbeitet. Bei der Umsetzung von MIL-Konzepten und Strategien sind Akteur*innen der Medien- und Bildungspolitik angesprochen, insbesondere aber auch jene der Erwachsenenbildung.

Alton Grizzle (UNESCO, Paris): Background and Requirements of the UNESCO MIL-Concept

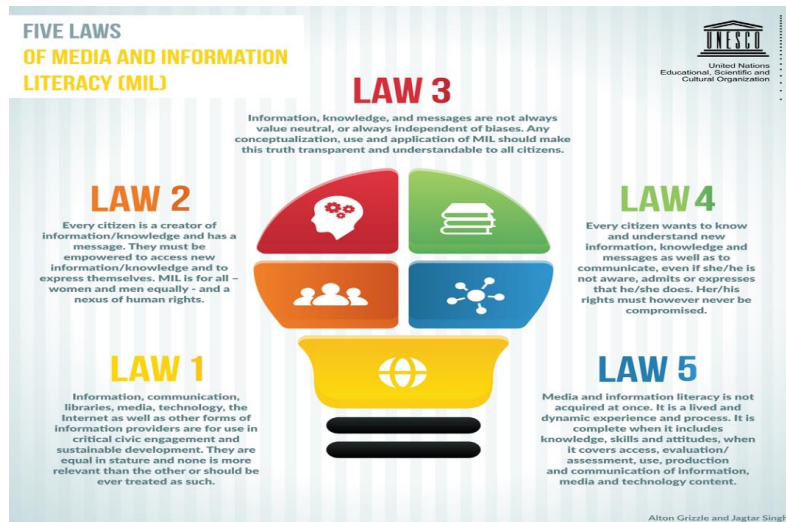
In his speech the UNESCO Program Specialist on Media and Information Literacy Alton Grizzle stated that the MIL concept is more needed than ever: as there are many different fragmented interventions and knowledge bases from new actors in the digitalized media and information sphere emerging, this vast amount of information needs to be handled. We are living in a mediated world in which pollution, as well as in the upper atmosphere, takes place. We have to depollute by accelerating the promotion of MIL.



From 2017 to 2020 there was a 30 % increase in activity, access increased by 32 %.

On one side these developments can lead to the empowerment of young people, for example foster their involvement to fight climate change, but on the other side these tendencies also give rise to fake news, hate speech or even misogyny on the internet. As the media landscape is being transformed, concurrently to the advance of social media and information's overall availability democratization of media is

taking place. More and more people have access to media and technology, but not all of them have the competencies to engage critically with or have access to these subjects. This is the reason why there is the need to accelerate the processes promoting the MIL concepts which should be part of the “next” or “new normal”. Furthermore, we ought to learn from each other as individuals and as countries, e.g. through qualified adult trainers, to sustain a stable democracy in Europe and prevent lockdowns in echo chambers as well as the inundation with information. Grizzle concluded that we need MIL concepts including quality education and social learning to realize the future we want and rebuild trust in the media. Therefore, the UNESCO proposes five laws of MIL:



Law One

Information, communication, libraries, media, technology, the Internet as well as other forms of information providers are for use in critical civic engagement and sustainable development. They are equal in stature and none is more relevant than the other or should be ever treated as such.



Law Two

Every citizen is a creator of information/knowledge and has a message. They must be empowered to access new information/knowledge and to express themselves. MIL is for all – women and men equally – and a nexus of human rights.



Law Three

Information, knowledge, and messages are not always value neutral, or always independent of biases. Any conceptualization, use and application of MIL should make this truth transparent and understandable to all citizens.



Law Four

Every citizen wants to know and understand new information, knowledge and messages as well as to communicate, even if she/he is not aware, admits or expresses that he/she does. Her/his rights must however never be compromised.



Law Five

Media and information literacy is not acquired at once. It is a lived and dynamic experience and process. It is complete when it includes knowledge, skills and attitudes, when it covers access, evaluation/assessment, use, production and communication of information, media and technology content.



To sum up, the UNESCO is the leading organization in the worldwide distribution of MIL and developed various resources concerning this topic. Grizzle hopes that Austria is soon establishing its own MIL network.

<https://en.unesco.org/themes/media-and-information-literacy>

Video: <https://www.dorftv.at/video/35589>

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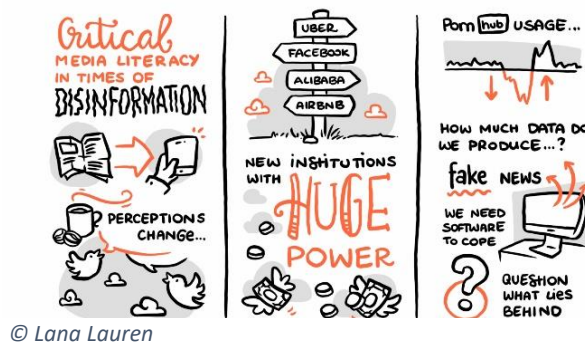
https://www.commit.at/fileadmin/Seminarunterlagen/MIL_Networks_Presentations/MIL-Slides_Grizzle-UNESCO_20210419.pdf

Jeffrey Wimmer (University of Augsburg): Critical Media Literacy in Times of Disinformation

At present there is a drastic push of mediatization (changing media shapes and frames a society): we need different skills to keep pace as we live in a synchronized media world, constantly using media e.g., through our mobile phone. Another important factor is the

virtualization and datafication of

media by powerful companies like Google, leading to a transformation of media and society, taking up on questions such as: “what does it need, respectively mean to be social?”, “what is good/bad media competence?”.



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Equally, digitalization of competences is taking place globally with new actors emerging, while in the meantime the pandemic causes an acceleration of the data speed process including fake news.

In this context, MIL is an instrument to help us cope with the flood of information. This participatory culture empowers individuals to engage in a constantly changing competitive media world including new authorities. On the downside, these individuals' private areas are becoming increasingly transparent to others. Therefore, MIL should be an empowerment process to see, reflect and be aware of what is going on and how media is being influenced, e.g. through platform ownerships.

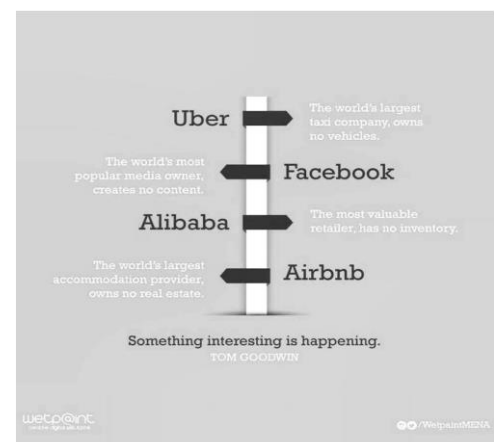
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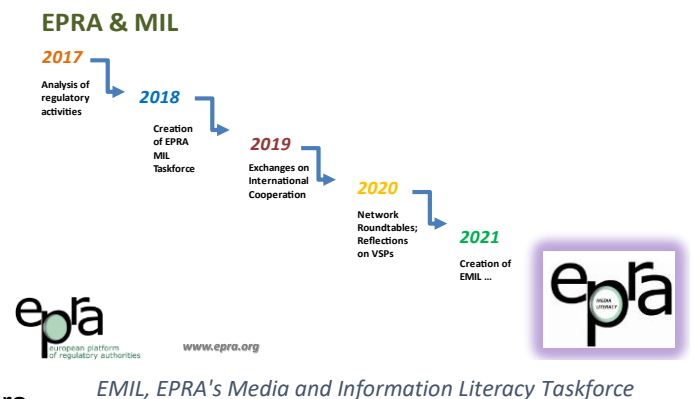
Maria Donde (EPRA/OFCOM): Media Regulators Efforts in Supporting National MIL-Networks

The European platform of regulatory authorities (EPRA), founded in 1995, is the oldest media regulator and has a broad community: 54 members from 47 countries (33 EU and 21 non-EU) have worked on MIL for over 15 years. The media regulators



show that the interpretation of the MIL concept is diverse: From education awareness to research and content classification and multi stakeholder cooperation. Donde pointed out that the role of media regulators in MIL processes depends on how MIL promotion is defined. She stated that EPRA had conducted research and set up a MIL network in which coordination and sharing of information is emphasized. Other regulators developed numerous materials with the help of experts and launched information campaigns.

MIL is complementary to the “normal” work of regulators and particularly relevant in the context of community media in which the concept is disseminated. The network facilitation is a huge field. In 2018 a task force of MIL in EPRA was created (EMIL), through which a regular exchange of best practices took place, as well as the publishing of guidelines and the development of partnerships across borders.



2020 was a crucial year for EPRA because of the pandemic, virtual meetings were forced and created opportunities to learn from each other, to get to know MIL specific materials and actors. Therefore, it is important that before establishing a MIL

network, MIL mappings need to be carried out. Without mapping MIL activities are not possible. One should also be aware that MIL mappings are very resourceful and intensive processes, which allow to identify gaps as well as marginalized groups and parties. Donde concluded that a European mapping would be very helpful as there already exist excellent MIL examples which could be shared with and used by other groups or actors in different countries.

EVALUATION OF VIDEO SHARING PLATFORMS.

- BENEFITS OF A SYSTEMATIC APPROACH**
- REGULATORY OVERSIGHT**
- MULTI SHAKEHOLDER NETWORKS**

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PURPOSE AND AMBITION

- Coordination & Learning
- Networking & Partnership
- Giving MIL Networks a voice

VSPs' "measures and tools" should be understood broadly.

NETWORKS AND ALLIANCES ARE KEY TO PROMOTE BEST PRACTICES, FOSTER STRONG WORKING RELATIONSHIPS & DEVELOP COMMON APPROACHES.

HOW TO EVALUATE?

Video: <https://www.dorftv.at/video/35592>

Präsentation:

https://www.commit.at/fileadmin/Seminarunterlagen/MIL_Networks_Presentations/MIL-Slides_Donde-EPRA_20210419.pdf

Martin Ritter (Thüringer Landesmedienanstalt/TLM) Medienkompetenz als Schlüsselherausforderung für Bildungs- und Medienpolitik

Seit der Einführung des Medienstaatsvertrags (früher Rundfunkstaatsvertrag) 2021 gibt es keine harte Trennung mehr zwischen den Bereichen Bildung und Medien in Deutschland. Dadurch sind u. a. wichtige Initiativen zusammengebracht worden.

In Thüringen erteilt die TLM Auskunft und gibt einen Überblick zu den verschiedenen Akteur*innen im Bereich Medienkompetenz. Laut Ritter braucht es für diese Informationsbeschaffungen Zeit, „es ist nichts, das von heute auf morgen passiert. Für Bürger*innenmedien wäre Ressourcen-Unterstützung durch ausgeschriebene Förderungen vorteilhaft.“

Weiters unterstrich Ritter, dass es für ein gelungenes MIL-Mapping jemanden brauche, die/der dafür verantwortlich sei: „Es ist wichtig, dass es jemanden gibt, der/die in den etwaigen Arbeitsgruppen sitzt, die Richtlinien kennt und mitdiskutiert.“ Durch diese Haltung findet die TLM mittlerweile bei allen Stakeholdern in Thüringen breite Akzeptanz. Die aktuellen Herausforderungen sind die Projektfördermittel, die nicht wirklich nachhaltig sind. Institutionelle Förderungen für vier bis fünf Jahre wären das Ziel, um den prekären jährlichen Projektförderungen bei vielen Medienorganisationen entgegenzusteuern. Grundsätzlich ermöglicht wurde das MIL-Mapping in Thüringen durch die zweigliedrige Förderarchitektur: Eine Grundförderung für die Etablierung einer Geschäftsstelle, welche Arbeits- und Förderfähigkeit ermöglicht. Andererseits gibt es gezielte Projektförderungen – analog zur Bundesförderung –, womit Sonderprojekte und kleine Initiativen gefördert werden können.

Video: <https://www.dorftv.at/video/35593>

Präsentation:

https://www.commit.at/fileadmin/Seminarunterlagen/MIL_Networks_Presentations/MIL-Slides_Ritter_Deutschland_Medienkompetenz_als_Schlusselherausforderung_fuer_Bildungs-und_Medienpolitik.pdf

Martina Chapman (Expertin bei Media Literacy Ireland - MLI), Isabelle Courtney (Bibliothekarin, Training and development subgroup of MLI), Elaine King (near tv, steering committee MLI)

MIL in Ireland is a lifelong learning process with the contribution of many sectors and people. It is a dynamic concept with a comprehensive knowledge base and strategic alignment. Founding MLI was the reaction to a need for an initiative “pulling everything together”, as many different stakeholders involved in the MIL processes had had a critical understanding of MIL and had wanted MLI to be inclusive and future-proofed. At the beginning of the network’s existence questions like: “How can we access, use, create and participate in the fields of MIL?”, arose.



(c) Martina Chapman (Expertin bei Media Literacy Ireland - MLI)

Nowadays MLI is an independent und voluntary network mostly on an informal basis. It is not a legal entity but fosters discussions and acts as a platform for stakeholders to exchange ideas.

In 2019 the MLI developed the campaign, “**be media smart**” (<https://www.bemediasmart.ie/>), which shows how to make informed decisions, based on reliable organizations and resources. This campaign involved an amazing commitment from all stakeholders and a good demonstration of cooperation: “we are experts and will take care of that.”



Media Literacy is the anchor in all of our work

Links with Adult Education

- We teach part of a broadcasting Journalism degree course.
- Host a Student radio week
- All our volunteer training includes Media Literacy

Broadcasting:

- We give regular feedback to broadcasters
- Offer upskilling, diversity and media literacy training
- Target a diverse range of communities for training and broadcasting



To conclude: when the MLI was founded it was established as a collective and open forum involving various stakeholders – from community media, over libraries to private companies. This decision that everybody needs to be involved – also social media platforms like Google or Facebook – was made right at the beginning. These kind of co-operations

initiated discussions from actors with different interests. All in all, the MLI has been a success, it has also managed to include the SDGs in some of their projects. In the

case of the Community Media Co-operative they thought that “the UN-agenda might be a best way to support our work on an international level and helps us to get out of our own bubble”.

©Elaine King (near tv, steering committee MLI)

Our Sustainable Development Goals

- Quality Education
- Gender Equality
- Reduced Inequality



©Elaine King (near tv, steering committee MLI)

Video: <https://www.dorftv.at/video/35594>

Martina Chapman (Expertin bei Media Literacy Ireland - MLI). Präsentation:
https://www.commit.at/fileadmin/Seminarunterlagen/MIL_Networks_Presentations/MIL-Slides_MLI-Chapmann.pdf

Isabelle Courtney (Training and development subgroup of MLI), Präsentation:
https://www.commit.at/fileadmin/Seminarunterlagen/MIL_Networks_Presentations/MIL-Slides_MLI-Courtney.pdf

Elaine King (near tv, steering committee MLI), Präsentation:
https://www.commit.at/fileadmin/Seminarunterlagen/MIL_Networks_Presentations/MIL-Slides_Ireland_Elaine-King_Near_Media_Co-op_20210420.pdf

In Kurzvorstellungen präsentierten eine Reihe von Vertreter*innen von Medien- und Bildungsinstitutionen in Österreich bereits bestehende MIL-Angebote und Aktivitäten. Die Beiträge dazu kamen unter anderem von:

- **Rubina Möhring:** Reporter ohne Grenzen Österreich
- **Renate Holubek und Florian Dahnel:** <https://www.mediamanual.at/> und Bundesverband Medienbildung

- **Carla Stenitzer:** Nichtkommerzieller Rundfunk - Radiofabrik und FS1 in Salzburg.
- **Sonja Messner:** Akzente Salzburg, Anlaufstelle für Jugend- und (digitale) Medienarbeit.
- **Matthias Jax:** Saferinternet.at, Österreichisches Institut für angewandte Telekommunikation
- **Thomas Prager:** Digitaler Kompass, Institut für Nachrichtenkompetenz und Digitale Bildung.
- **Gaby Filzmoser:** ARGE Bildungshäuser Österreich
- **Markus Feigl:** Büchereiverband Österreich
- **Sonja Luksik:** Österreichischen Gesellschaft für Politische Bildung.

Im Anschluss an die Vorstellung der vielfältigen Initiativen, die in Österreich zur Vermittlung von MIL beitragen wurde in Kleingruppen über das Potential eines MIL-Netzwerkes für Österreich diskutiert.

In den anschließenden Berichten aus den Arbeitsgruppen kam klar zum Ausdruck, dass für die Teilnehmer*innen die Etablierung eines MIL-Netzwerkes in Österreich sinnvoll und dringend erscheint, dass dazu aber auch schon auf bestehende Teilnetzwerke aufgebaut werden kann.

Als sinnvolle nächste Schritte wurde festgehalten:

- Etablierung einer Kommunikationsplattform für die Seminarteilnehmenden und weiteren Interessierten am Thema.
- Das Model des irischen MIL-Netzwerkes hat auch für Österreich großes Potential. Zur tiefergehenden Auseinandersetzung mit den Erfahrungen und dem Aufbau des MIL-Netzwerkes in Irland soll ein eigener Onlinetermin mit Martina Chapman organisiert werden.
- Die Konzeption und Umsetzung eines MIL-Mappings, um alle aktiven und potenziellen Organisationen und Partner*innen für ein MIL-Netzwerk zu erfassen. Dazu kann auf die aktuelle Arbeit von mediamanual aufgebaut werden.
- Als nächste Präsenzveranstaltung soll die Tagung Medienmündigkeit in der Erwachsenenbildung am 4./5. Oktober 2021 am bifeb genutzt werden. In diesem Rahmen ist auch das nächste Treffen des Think Tanks kritische Medienkompetenz in der Erwachsenenbildung vorgesehen.

Thementage und -wochen sollen gemeinsam genutzt werden – z. B:

- Woche der Medienkompetenz 18.-25. Oktober 2021
- Safer Internet Day
- Woche der politischen Bildung