

# MEDIA AND INFORMATION LITERACY, EVALUATION AND STRATEGIES



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## Understand, Make and Be the Media!

The Council of Europe recognises the value of community media as a source of local content, cultural and linguistic diversity, media pluralism, social inclusion and intercultural dialogue. It endorses the commitment of community media to media and information literacy, through the development of critical and creative thinking and active participation in media content production.

[www.coe.int/en/web/freedom-expression/community-media](http://www.coe.int/en/web/freedom-expression/community-media)

### What is Community Media?

Many community organisations grew around radio stations, this has extended to include audio-visual. They are typically not for profit organisations, focusing on media literacy, social inclusion and participation.

Community organisations depend on engaging participants from the various communities they serve. At the heart of the mission of most community media is the goal of educating citizens in media literacy and engaging citizens to participate in an active democracy.

### What is MILES?

Media and Information Literacy – Evaluation and Strategies (MILES)

This Erasmus+ partnership is an open but structured exchange of concepts, ideas and experiences for teaching Media & Information Literacy (MIL). A collection of good practice and helpful resources was gathered, and together the group developed helpful methods for evaluating MIL concepts and their practical application.

MILES brings together partners from across Europe with different traditions in media literacy, and different backgrounds such as community radio or television, training organisation, participatory video producers and others. The group investigated training practices used to motivate participants and help them engage with the media in a responsible and critical manner. Each of the community media organisations involved in MILES chose projects to highlight the type of work they do with the varied groups in their society. All training has at its core the engagement of participants, and “learning by doing”, while integrating and utilising the principles of media literacy. The aim with MILES has been to identify good practices exercised by participants and share them with others.

## The Participants

**COMMIT** is an umbrella organisation of community radios and TVs in Austria, active in training and concept development for community media and adult learning. Its work on Media and Information Literacy relies on cooperation with different actors from science and practice. COMMIT has developed its expertise with a wide range of European projects and a partnership with the national institute for adult education. <https://www.commit.at>

**Community Media Forum Europe (CMFE)** is a platform for networks, national federations, and projects active within the community media sector; the organisation has a total of 98 members from 25 European countries. CMFE enables the participating organisations to raise their concerns on a European and international level and is a channel through which media partners and European institutions can spread information on relevant questions to its participants. <https://www.cmfe.eu/>

**Radio Kärnan** is a Swedish organisation enabling citizens and NGOs, local initiatives and other groups to broadcast their programmes. Radio Kärnan often operates as a facilitator between the frequency holder and programme makers, thereby giving citizens the opportunity to be heard without the bureaucratic obstacles of procuring their own broadcasting licence. <https://radiokarnan.se/>

**Radio ARA** is a not-for-profit community radio station focusing on international communities, youngsters, music and cultural lovers in Luxembourg. To ensure a program with diverse content, an eclectic music choice and a successful support system for their volunteer producers Radio ARA offers a variety of media workshops tailored to the needs of different communities. [www.ara.lu](http://www.ara.lu)

**Civil Radio** is one of the first community radios in Hungary. This special type of media is used as a community development method – amplifying and strengthening the voice of marginalised groups in the society. It represents various groups and layers of society – people from different generations, ethnicities, minorities, people with different social and demographic backgrounds. All programme makers are volunteers, activists, members of local communities and NGOs who are acting for a more balanced society. [www.civilradio.hu](http://www.civilradio.hu)

**Teleduca** is an interdisciplinary team specialised in *edukommunikation*, community processes and participatory creation of audio-visual material; working with a socio-educational perspective, for self-expression and self-representation. Teleduca facilitates projects and workshops in which languages, genres and platforms are combined and is committed to action research and learning-by-doing. The team include media literacy as understood and applied from the Latin American concept of *edukommunikation* and use 'feed forward' so that individual and collective visions, concerns, experiences, capacities and knowledge emerge in the communities. <https://www.facebook.com/TeleducaEducom/>

**Near FM** is a not-for-profit, democratic, community radio station in Dublin, Ireland, that gives voice to local people and those under-represented in mainstream media. Operating an open access policy and running a minimum of two community radio introduction courses a year, Media Literacy is a cornerstone in all training; as well as a specific workshop. Near FM uses media as a tool in community development and for social justice. Content aims to cover issues, events and stories important in the local area. Programming involves multilingual programmes, upcoming musicians, intercultural, educational

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programming, radio drama, outside broadcasts, documentaries. The team also work as media consultants and trainers and produce commissioned audio and video content for broadcast and podcasts. <https://nearfm.ie/>

**BCB Bradford Community Broadcasting** is a Community Radio station, based in Bradford, Yorkshire in the UK. BCB uses engagement with community radio as a tool for social change. The community radio team trains and supports local people from diverse backgrounds to become volunteer broadcasters, telling their own stories, in their own way, and celebrating diversity across the city. <https://www.bcbradio.co.uk/>

## Introduction to Methodology

The media partners are a diverse group of transdisciplinary professionals, whose commonality is that their work is focused on media and information literacy as an integral part of their workshops and training programmes. Projects are realised using participatory methodologies for audio and audio-visual creation and all put community at the centre.

Partners use methodological approaches based on the principles of informal education – “discovery learning”, active and self-directed learning. Participants of partners’ media workshops are encouraged to engage critically with the media. They use intensive research and media processing of a topic; not only acquiring subject-specific knowledge – they also learn to illuminate topics from different perspectives and to develop their own differentiated opinions. Participants are supported and accompanied in this self-determined process by a culture of feedback. The intrinsic motivation in this type of individual driven learning leads to an expansive and nurturing learning environment. A constant in the support of new media-makers is an emphasis and awareness of an ethical code, and the responsibility that comes with media production.

## Good Practice

The following are projects, initiatives and workshops chosen by partners to illustrate good practices.

### Video-memories (Teleduca)

This project uses participatory audio-visual creation as a tool to learn more about the recent past of neighbourhoods. It is aimed at secondary schools with the idea that students can live an experience of knowledge and greater connection with their environment.

During one or two school terms (one or two sessions a week), the students define a centre of interest. From there, they carry out a field investigation that brings them closer to their neighbours and allows them to interact jointly in the public space. Using the learning-by-doing method and accompanied by the Teleduca team, they go through the script, shooting and editing phases of their audio-visual pieces. Each class group, to work better, is divided into two or three subgroups that advance in parallel. Final audio-visual creations can be fiction, documentary, report, news, theatre, mapping, etc. The theme and style is decided based on the concerns collected in each educational centre and the possibilities of each neighbourhood. Finally the results are shared in a film forum.

Blog Vídeo-memòries: <https://videomemoriesprojectes.wordpress.com/>

Geovivència BarriBesòs:

<https://www.youtube.com/channel/UCjKQS7Mfyn5O1grVyYwwB8Q>

Geovivència, educació comunicació per a un posicionament crític:

<https://desdelamina.net/educacio-comunicacio-geovivencia-educacio-comunicacio-per-a-un-posicionament-critic/>

### MoPA Barcelona: shorts in elementary schools (Teleduca)

Making a short fiction film in a participatory way is considered a great opportunity for self-expression and learning. Therefore, this project offers this experience to students in one of their last years' of elementary school. Each year a transversal theme is chosen as a source of inspiration. This theme is transferred to the class groups of the participating schools and the brainstorming begins to define the stories of the shorts. Accompanied by their teacher, each class group prepares the literary script and the technical script for one, two, three or four short fiction films. When they are ready to record, a shooting day is agreed with Teleduca. An edu-communicator is in charge of facilitating the participatory filming process of each short, starring the children in front of and behind the camera. With all the recorded sequences, a collaborative editing day is established. The Teleduca referents go back to the school, following the learning-by-doing method, to accompany the students to create the storyline of their short. As a closing, a screening of all the shorts made is organised.

Mostra SA (2008-17): <http://mostrasa.blogspot.com/>

*Mostra de Produccions Audiovisuals de Sant Andreu* (2013-19):

<https://sites.google.com/xtec.cat/mostrasa/inici?pli=1>



MoPA BCN 2019-20. Estrena 9 de juny: <https://youtu.be/C7YI3wCL8hs>

MoPA BCN 2019-20. Estrena 10 de juny: <https://youtu.be/IVWU15dgJpk>

Estrena 1 / Mostra de Produccions Audiovisuals de Sant Andreu 2020-21:  
[https://youtu.be/3gT\\_1fsIWfU](https://youtu.be/3gT_1fsIWfU)

Estrena 2 / Mostra de Produccions Audiovisuals de Sant Andreu 2020-21:  
<https://youtu.be/iljXfZ3clhU>

## Cross-generational Media (Civil Radio)

Civil Radio focuses on representing various groups and layers of society – people from different generations, ethnicities, minorities, people with different social and demographic backgrounds. Since inception they have hosted projects to prepare people and groups to present themselves and their activities through the tools of community media. One such project is “Above 60”. Formal introductory media training is provided, as well as a follow-up mentoring phase for retired people who want to stay active and act for the neighbourhood they are living in. The “twist” in this training is that young secondary school students (15–17 years old) are also involved in the course – this is a mutual learning situation where the young students share their knowledge about using smartphones to make recordings, the basics of using various online applications is shared, while the older generation share their experiences about media content, analysing different articles and radio interviews. The trainers take the role of facilitator, who controls the learning situation, but the direct learning material comes from the participants. During the training and the following mentoring phase the participants acquire knowledge about technical usage of portable devices, online recording and editing applications, develop their skills of cooperation, community work, social and communication competencies. The co-work of younger and older generations helps both age groups understand more about each other’s point of view and sharpen their critical media approach.

## Find Your Place, Take Your Part! Activating citizens (Civil Radio)

One of the most important purposes of launching Civil Radio was the inclusion of NGOs, local initiatives and civilian groups in order to raise their voices and strengthen civil control of the society. Since the mid 90’s Civil Radio team has promoted and held training for NGOs, organisations and individuals with the aim of preparing them to produce media materials.

The elements of the courses: basic journalistic genres and formats, media criticism, media regulation, scripting and editing, interviewing and questioning techniques, media manipulation forms. During the practical activities participants are taught how to write news and posts about their activities, how to make and edit interviews, how to structure a radio show, how to build up their media production to deliver a certain message and have impact on their target groups.

The various trainings develop not only technical skills but social competencies, language skills, community works, the ability of cooperation with the sense of mutual understanding and sensuality to certain issues.



## Practical Media Training (Radio Kärnan)

Kärnan's position has necessitated various education initiatives and courses in all aspects of radio production. Over the years, Radio Kärnan has collaborated with various organisations connected to the community radio and held courses in topics ranging from critical sourcing and press ethics through interview technique and programme composition to the technical side of audio production and IT. They also run a few well received programmes such as association studies, that are not about radio production, but aimed at explaining important and oft overlooked parts of the local communities and society.

Many of these projects have been in cooperation with the local Public Employment Service office, as many people find it easier learning new skills hands-on in a safe and encouraging environment than in a classroom.

## Think Tank – Critical Media Literacy in Adult Education (COMMIT)

The think tank serves experts from different (scientific) disciplines and fields of activity in adult education as a dialog platform for stimulating discussions. It enables and promotes interdisciplinary discourse on aspects and perspectives of critical media competence and media education in adult education. In exchange with each other, the participants develop suggestions and recommendations for education providers and political decision-makers.

So far there have been three think tank exchanges. At the first meetings of the think tank, participants developed concepts, materials, and activities. At the second think tank meeting information previously developed was discussed together and evaluated. The third think tank meeting served as the review progress, and the group worked on the self-perception of the think tank.

## Results

- Long Term cooperation with the national institute for adult education in Austria
- MIL-Newsletter
- Partnerships with UNESCO-commission, Austrian Academy of Science and many more.

Links:

- <https://www.commit.at/materialien/handreichungen-und-schulungsunterlagen-1/alle-reden-ueber-medienkompetenz-wer-uebernimmt-verantwortung>
- <https://www.commit.at/materialien/handreichungen-und-schulungsunterlagen-1/medienmuendigkeit-auf-der-hoehe-der-zeit-anliegen-und-auftrag-fuer-die-erwachsenenbildung>

## Digi-Fit: Learning for the future (COMMIT)

'Digi-Fit: Learning for the future' is a short course for trainers in adult education, developed by COMMIT and Volkshochschule Vienna and supported by the Viennese chamber of labour.

## Activities

The short course gives participants the opportunity to acquire background knowledge on media and digitization and, building on this, to develop their own strategies or concepts for application in teaching/learning situations. At the kick-off event participants helped determine the focus of the course. In addition, the participants interactively contributed to the individual events and expanded their knowledge via the Moodle platform. The course was accompanied and evaluated by the scientist Andrea Sedlazcek. In addition to the necessary technical know-how, questions regarding the design of educational spaces in distance learning and the didactics of dialogic structures played a role within the course, which included inputs: Big data and automated decision-making, online didactics, successful online communication and critical media competence in adult education.

## Goals

The overarching goal and cross-cutting theme were to impart critical media competence to teachers in adult education. In total the pilot project for the development of new digital learning formats had a special focus on social learning. Together with trainers in the field of adult education, the learners developed innovative learning settings and teaching formats that are suitable for creating awareness of digitization as a social process.

<https://www.commit.at/projekte/digi-fit-lernen-fuer-die-zukunft>

## Media and Broadcast course (Near FM)

Near FM runs a range of courses in media and broadcasting skills in a safe and supportive environment for community groups and individuals who want to learn more and/or become involved with community media. Near FM makes Media Literacy a cornerstone of all training, as well as a specific workshop. The average course would be

as follows: strands of media, media literacy, media law and regulations, interviewing and research, editing, studio and portable recorders, production features and values, structuring a running order, 2 hours × 6 weeks. This course is open to everyone, no previous experience necessary.

After completion of the course participants are linked with a mentor for shadowing a radio presenter in Near FM's studio. There is also a mentor on site for the first pre-recorded or live programme on air.

Participants are encouraged to apply for their own programme. Near FM has a programme proposal form for pitching proposals to the programme content committee. After acceptance a programme agreement is set up for both the new member and the radio station.

### **Community Employment Staff (Near FM)**

Near FM operates a Community Employment (CE) scheme and works with people who are long-term unemployed or otherwise disadvantaged.

This scheme is designed to support up to 20 people per year to gain skills, experience and confidence to return to employment or full time education. CE participants operate in all areas and roles of work in a radio station - from receptionist, presenter, researcher, producer, outside broadcast and maintenance assistance to sound engineers. Many CE staff have moved on to further training and education as well as full time employment in various industries in Ireland.

### **Stereotypes in Advertising – Radio commercial production (Radio ARA)**

This workshop is most often used by the Graffiti team with youngsters.

After watching a number of commercials together the group identifies different stereotypes used by the producers relating to voice, music, colour, specific words or phrases, etc.

Smaller groups of 3 to 4 youngsters then script and produce their own short radio commercial. A topic and specifics in the use of stereotypes are given to each group. They write their text together and then record. Editing tools are being explained to them as they proceed and other necessities like links to royalty free music are explained and given to them. The final exercise is listening together to all the productions and comparing the different styles used.

Focus/competences: stereotypes, biases, advertising, audio editing, music use in audio production, microphone use.

### **Writing of an Audio Play (Radio ARA)**

This workshop can be used with any age or group: either by Graffiti with youngsters or ARA International with migrant groups.

The group decides together what their story is about and works on creating the script, including as many topics as the group wants to focus on. The characters in the story and length of the story itself should be adapted to the participants and the timeframe of the workshop.

The recording is done after some training on using microphones. In a next step editing tools are introduced and links to free sounds or music pages are explained and provided to participants. A final production of an “Intro” for the audio play is done with the aim of broadcasting the final product of this workshop.

Focus/competences: taking decisions in groups, storytelling, stereotypes, writing for audio production, audio editing, use of sound and music in audio production, foley sound, talking into a microphone.

### Community Building and Active Citizenship (Radio ARA)

This workshop is used with community groups (often migrants or refugees) interested in hosting a community show.

A workshop is hosted to assist volunteers to identify their “community”. This is done through activities where participants list things they identify or associate with. Activities are created that allow participants to identify differences and common interests within communities. Within this workshop, or a follow-up, activities focus on understanding media. Time is spent discussing who creates media content, the role of media in the participants’ home country, how a democracy operates, what is an active citizen, in particular relating this to the role of community media.

Further add-on workshops are hosted related to hands-on skills needed for building a show; planning topics, speaking into a mic, using studio equipment, using editing software.

Competencies: team building, community building, understanding media bias, critical thinking, understanding community media.

Links:

- Ukrainian Community Show: <https://www.ara.lu/shows/chervona-kalyna/>
- Letz Talk: an intercultural women’s group; <https://www.ara.lu/shows/letz-talk/> & [www.LetzTalk.me](http://www.LetzTalk.me)

### Media Against Hate (CMFE)

Media Against Hate is a Europe-wide campaign aimed to counter hate speech and discrimination in the media, while maintaining respect for freedom of expression. CMFE has organised a series of media literacy workshops for media professionals, community media, representatives of Civil Society Organisations (CSO), and media regulators across Europe to exchange best practices and promote mutual learning and cooperation activities a video contest to collect a diverse range of best practices with counter-narratives fighting stereotypes and discrimination in the media; An online module on inclusion through media was also published.

### New Neighbours (CMFE)

New Neighbours aims to mobilise media and civil society actors to foster greater intercultural understanding between migrants and host communities in Europe. The project

is co-financed by the European Commission and coordinated by the European Broadcasting Union (EBU). New Neighbours highlights the positive social and economic contributions made by migrants and refugees throughout communities across Europe. By promoting direct participation it is hoped greater intercultural understanding between migrants and local societies in EU member states can be achieved.

### European Excellence Exchange in Journalism (CMFE)

The European Excellence Exchange in Journalism (E<sup>3</sup>J) aims to unleash the combined potential of European values and cross-border collaboration for better journalism and a healthier information space. It provides a single-entry point for all types of media organisations, networks and individuals to connect, based on mutual trust and common rules and aims to become a network-based initiative that promotes ethical standards, offers training and capacity building opportunities and a forum for collaboration and peer-support.

## Training Resources

UNESCO-MIL-Curriculum: Media and Information Literate Citizens: Think Critically, Click Wisely!: <https://unesdoc.unesco.org/ark:/48223/pf0000377068>

Community Radio 1x1: <https://www.commit.at/materialien/handreichungen-und-schulungsunterlagen/das-freie-radio-1x1>

Intercultural Media Training in Europe:  
[https://www.commit.at/fileadmin/user\\_upload/intermedia-handbook-EN-monitor.pdf](https://www.commit.at/fileadmin/user_upload/intermedia-handbook-EN-monitor.pdf)

Lust auf Sprachen. Handreichung für SendungsmacherInnen im nichtkommerziellen Rundfunk: [https://www.commit.at/fileadmin/Materialien/Handreichung\\_Lust\\_auf\\_Sprachen\\_COMMIT\\_2016.pdf](https://www.commit.at/fileadmin/Materialien/Handreichung_Lust_auf_Sprachen_COMMIT_2016.pdf)  
LEMON – Learning Ethical Media Online: <https://inclusivemediatraining.eu/>

Find out what community media in Europe are all about and share our work:  
<https://www.cmfe.eu/resources>

Educación Mediática y Competencia Digital: <https://www.educacionmediatica.es/>

Medien.Recht.Ethik - Grundlagen der Mediengestaltung: <https://www.medienrechtethik.at/>

COMAPP - Community Media Applications and Participation, Handbook for Trainers:  
[https://comapp-online.de/materials/en/COMAPP\\_Handbook\\_with\\_Appendix\\_EN.pdf](https://comapp-online.de/materials/en/COMAPP_Handbook_with_Appendix_EN.pdf)

E-learning, Teaching Media – Skills for teachers and youth workers:  
<https://bildungsportal.sachsen.de/opal/auth/RepositoryEntry/20501495812/CourseNode/99737891851508>

Training Materials of Swedish national community radio organisations:  
<https://nro.se/utbildningsportalen/>.

Respect Words: Media against hate speech: <https://www.respectwords.org/en/home/>

EMAC, Ethical Media Training for Active Citizenship: <http://ethicalmediatraining.eu/>

UMAC, Understanding Media for Active Citizenship and toolbox:  
[http://toolbox.understanding-media.eu/About\\_the\\_toolbox.html](http://toolbox.understanding-media.eu/About_the_toolbox.html)

SMART, Specific Methodologies and Resources for Radio Trainers: <https://smart.radiotraining.eu/>

MEWB, Media Education without Borders: <https://mewb.weebly.com/>  
& <https://mewb.weebly.com/teaching-media.html>

Mario Kaplún, the popular communicator who educates:  
<https://www.rededucom.org/the-precursors/mario-kaplun-en.htm?lang=en>

Educational Video Center (New York): <https://www.evc.org/>

InMedia: una metodología para el audiovisual participativo europeo con orientación inclusiva (2021):

<https://revistas.usc.gal/index.php/ricd/article/view/8180/11467>

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<http://es.scribd.com/doc/67100489/Alfabetizacion-Audiovisual-Guia1>

Guía Joven / La comunicación:

[https://es.wikibooks.org/wiki/Gu%C3%ADa\\_Joven/La\\_comunicaci%C3%B3n](https://es.wikibooks.org/wiki/Gu%C3%ADa_Joven/La_comunicaci%C3%B3n)

Vídeo divulgativo de Teleduca: Nuestro trabajo (2010): <http://vimeo.com/81034068>

Magdeburg Moritzplatz: <https://moritzplatz.ok-magdeburg.de/>

Audiovisuel Participatif: <https://www.audiovisuel-participatif.org/>

Teaching for Change: <https://www.teachingforchange.org>

Centre for Media Literacy: <http://www.medialit.com/>

Media Literacy Ireland: <https://www.medialiteracyireland.ie>



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[https://edutechwiki.unige.ch/en/Expansive\\_learning](https://edutechwiki.unige.ch/en/Expansive_learning) (English)

Geena Davis Institute, Gender in Media: <https://seejane.org/>

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<https://harmreductionjournal.biomedcentral.com/articles/10.1186/s12954-022-00605-9>  
Pedagogy of the Oppressed (Paulo Freire, 1970-2000):  
<https://envs.ucsc.edu/internships/internship-readings/freire-pedagogy-of-the-oppressed.pdf>

Peissl, Helmut; Lauggas, Meike (2016): Ich lerne mit jeder Sendung! Bildungsleistungen und Beiträge zum lebensbegleitenden Lernen des nichtkommerziellen Rundfunks in Österreich. Schriftenreihe der Rundfunk und Telekom Regulierungs-GmbH, Band 2/2016, Wien: RTR Online verfügbar unter: <http://commit.at/index.php?id=53>



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