

DEVELOPING BASIC SKILLS WITH PARTICIPATORY MEDIA PRODUCTION

IN 21ST CENTURY, CITIZENS MUST ACQUIRE NEW EDUCATIONAL SKILLS. IT IS NO LONGER ENOUGH TO BE ABLE TO READ AND WRITE, BUT IT IS ALSO NECESSARY TO LEARN HOW TO READ AND WRITE IN THE CONTEXT OF THE NEW CULTURAL, SOCIAL, POLITICAL, AND ECONOMIC CHANGES IN WHICH THE MEDIA, AMONG OTHER CIRCUMSTANCES, PLAY AN IMPORTANT ROLE. MODERN SOCIETY IS PLURALISTIC, INCLUSIVE, AND INTERACTIVE. THEREFORE, IT IS MORE IMPORTANT THAN EVER THAT INDIVIDUALS CAN UNDERSTAND INFORMATION, ANALYSE AND THINK CRITICALLY, USE THE MEDIA FOR GENERAL BENEFIT, BE AWARE OF FAKE NEWS AND LEARN TO ETHNICALLY PRODUCE CONTENT THEMSELVES IN ORDER TO PARTICIPATE FULLY IN DEMOCRACY.

WHAT IS MEDIA LITERACY?

“Media literacy focuses on the development of critical thinking and participation in public life through the media. In order to use media appropriately, individuals require a broadening (as well as reinforcement) of traditional literacy. It is not simply a technical skill (i.e., the use of media platforms), rather it is the capacity to critically evaluate and analyse numerous sources of information simultaneously. This skill requires traditional literacy, reasoning, social injunction, and the ability to decipher symbolic and cultural codes and conventions”.

(SOURCE: THE EUROPEAN ASSOCIATION FOR VIEWERS INTERESTS (EAVI), AN INTERNATIONAL NON-PROFIT ORGANISATION WHICH ADVOCATES MEDIA LITERACY AND FULL CITIZENSHIP [HTTPS://EAVI.EU/MEDIA-LITERACY/](https://eavi.eu/media-literacy/) (ACCESSED FEBRUARY 2022).)

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BECAUSE MEDIA LITERACY IS AN ISSUE OF INCLUSION AND CITIZENSHIP IN THE CONTEMPORARY SOCIETY, THE MEDIA4LL PROJECT AIMS TO PROMOTE DIGITAL AND MEDIA LITERACY DEVELOPMENT FROM AN EMBEDDED LEARNING PERSPECTIVE WHILE SUPPORTING ADULT AND COMMUNITY EDUCATORS AND ARTS AND CULTURAL PROFESSIONALS IN DEVELOPING MEDIA LITERACY FOR LOW-SKILLED ADULTS AND MARGINALISED COMMUNITIES. USING MEDIA-BASED METHODS IN A PARTICIPATORY COMMUNITY APPROACH, PROJECT ACTIVITIES AND INTELLECTUAL OUTCOMES WILL PROVIDE ENGAGING AND EASY-TO-USE EDUCATIONAL RESOURCES (TOOLKIT, EDUCATIONAL PROGRAMME HANDBOOK, AND POLICY PAPER) TO ENSURE THAT READERS TRULY UNDERSTAND WHY IT IS IMPORTANT TO BECOME MEDIA AND DIGITAL LITERATE.

IN THE NEXT PAGES WE PRESENT YOU SOME IMPORTANT HIGHLIGHTS THAT PARTNERS DISCOVERED BY READING RELEVANT LITERATURE, ANALYSING DIFFERENT APPROACHES AND PREPARING THE FIRST INTELLECTUAL OUTPUT - TOOLKIT OF EMBEDDED DIGITAL & MEDIA LITERACY RESOURCES (IO1) THAT WILL SUPPORT AND EDUCATE LOW-SKILLED ADULTS THROUGH STORYBOARDS, VIDEO STORYTELLING AND INFOGRAPHICS. THE TOOLKIT WILL COVERS THE FOLLOWING IMPORTANT TOPICS:

- (I) NEWS LITERACY;
- (II) INFORMATION LITERACY;
- (III) SPOTTING DISINFORMATION;
- (IV) ETHICS OF MEDIA USE AND CREATION;
- (V) DEALING WITH SOCIAL MEDIA STRESS;
- (VI) DIGITAL CITIZENSHIP AND CYBERBULLYING.

EACH TOPIC WILL HAVE 4 LEARNING LEVELS: INTRODUCTORY; INTERMEDIATE; ADVANCED; AND EXPERT.



WHAT IS INFORMATION LITERACY AND WHY WE NEED LITERATE PERSONS?

SOME OF THE HALLMARKS OF AN INFORMATION LITERATE PERSON ARE THE ABILITY TO EFFECTIVELY USE INFORMATION TECHNOLOGY TO FIND AND MANAGE INFORMATION, THE ABILITY TO CRITICALLY EVALUATE AND ETHICALLY USE THAT INFORMATION TO SOLVE A PROBLEM.



INFORMATION LITERACY IS THEREFORE A SET OF ABILITIES REQUIRING INDIVIDUALS TO “RECOGNIZE WHEN INFORMATION IS NEEDED AND THE ABILITY TO LOCATE, EVALUATE, AND USE EFFECTIVELY THE NEEDED INFORMATION.” (AMERICAN LIBRARY ASSOCIATION, 2000). INFORMATION IS AVAILABLE THROUGH LIBRARIES, COMMUNITY RESOURCES, SPECIAL INTEREST ORGANIZATIONS, TRADITIONAL AND SOCIAL MEDIA.

AS IT COMES TO INDIVIDUALS IN UNFILTERED FORMATS, QUESTIONS ABOUT ITS AUTHENTICITY, VALIDITY, AND RELIABILITY ARE INCREASINGLY RAISING. FINDING RELIABLE INFORMATION IS ESPECIALLY IMPORTANT IN THE DIGITAL/INTERNET AGE, WHERE MILLIONS OF IDEAS CAN BE DISCOVERED IN HALF A SECOND, BUT MUCH OF THAT INFORMATION IS OUTDATED OR WORTHLESS. INFORMATION LITERACY IS COMMON TO ALL DISCIPLINES, TO ALL LEARNING ENVIRONMENTS, AND TO ALL LEVELS OF EDUCATION. IT ENABLES LEARNERS TO MASTER CONTENT AND EXTEND THEIR INVESTIGATIONS, BECOME MORE SELF-DIRECTED, AND ASSUME GREATER CONTROL OVER THEIR OWN LEARNING.

WHAT IS MEDIA ETHNIC?

MEDIA ETHICS IS A BRANCH OF ETHICS THAT DEALS WITH MORAL ISSUES THAT ARISE IN CONNECTION WITH THE ACQUISITION, PREPARATION, STORAGE, PRESENTATION, DISSEMINATION, AND RECEPTION OF INFORMATION BY THE MASS MEDIA. IT HELPS MEDIA PRACTITIONERS SOLVE VARIOUS MORAL PROBLEMS THAT ARISE IN ALL AREAS OF MEDIA COMMUNICATION: JOURNALISM, ADVERTISING, PUBLIC RELATIONS, AND ENTERTAINMENT.



IT ADDRESSES HOW A MORAL MEDIA PERSON SHOULD BEHAVE AND PRACTICE VALUES SUCH AS TRUSTWORTHINESS, RESPECT, RESPONSIBILITY, FAIRNESS, TRUTH, AND SELF-RESTRAINT. DUE TO THE UBIQUITY OF NEW, SOCIAL MEDIA AND THEIR GROWING PRESENCE, THE ETHICAL ISSUES THAT MEDIA PROFESSIONALS MUST CONFRONT ARE BECOMING INCREASINGLY IMPORTANT.

WHY ARE ETHICS IMPORTANT IN SOCIAL MEDIA?



THE SOCIAL MEDIA WAS DESIGNED FOR SOCIAL COMMUNICATION, TRADITIONALLY CONSIDERED A PRIVATE AND PROTECTED SPACE FOR MOST ADULTS. HOWEVER, THE NATURE OF SOCIAL MEDIA MAKES THIS COMMUNICATION ACCESSIBLE TO A BROADER AUDIENCE. SO WHEN THE USER OR THE AUTHOR OF A MESSAGE CONNECTS TO A SOCIAL NETWORK, THEY ARE JOINING A VIRTUAL COMMUNITY. THE USER MUST ENSURE THAT HE OR SHE TREATS THE PEOPLE IN THAT COMMUNITY WITH RESPECT AND KINDNESS. ONCE INFORMATION BECOMES PUBLIC, THE WAY IT IS USED IS NO LONGER UNDER THE MODERATOR'S CONTROL. THIS FUNDAMENTAL DILEMMA IS AT THE HEART OF THE ETHICAL DEBATE, FROM WHICH SEVERAL OTHER ETHICAL ISSUES ARISE.

WHAT IS SOCIAL MEDIA STRESS?

STRESS IS THE BODY'S RESPONSE TO ANY KIND OF THREAT OR DEMAND IN OUR ENVIRONMENT. STRESS IS NORMAL AND SOMETIMES IT CAN LEAD PEOPLE TO ACHIEVE THEIR GOALS. HOWEVER, IT CAN ALSO BE HARMFUL IF IT EXCEEDS CERTAIN LIMITS OR IS EXPERIENCED OVER A LONG PERIOD OF TIME. EXCESSIVE USE OF SOCIAL MEDIA LEADS TO PROBLEMATIC BEHAVIORS THAT HAVE LONGER-TERM HEALTH EFFECTS. IT CAN LEAD TO PSYCHOLOGICAL EFFECTS THROUGH 'FEAR OF MISSING OUT' AND BULLYING, TROLLING, DISTORTED VIEWS OF OTHERS AND SELF, AND SOCIAL COMPETITION.



INCREASING LEVELS OF 'TECHNOSTRESS' CAN REDUCE COGNITIVE ABILITIES, IMPAIR MULTITASKING ABILITY, AND LEAD TO COGNITIVE OVERLOAD, AND ADDICTIVE SOCIAL MEDIA BEHAVIOR AFFECTS EFFICIENCY, PRODUCTIVITY, AND TASK PERFORMANCE. ON THE OTHER HAND, SOCIAL MEDIA CAN ALSO BE A USEFUL CHANNEL FOR INFORMATION AND DEMONSTRATIONS OF EXERCISES AND ACTIVITIES (SUCH AS YOGA) THAT CAN HELP COMBAT STRESS (AND DEPRESSION).

WHAT IS MEAN BY THE CONCEPT DIGITAL WELL-BEING?

ACCORDING TO UNESCO, DIGITAL WELL-BEING IS "THE ENHANCEMENT AND IMPROVEMENT OF HUMAN WELL-BEING IN THE INTERMEDIATE AND LONG TERM, THROUGH THE USE OF DIGITAL MEDIA." IT REFERS TO THE WAY WE LIVE IN THE DIGITAL ENVIRONMENT AND THE TECHNICAL SKILLS NEEDED TO USE MEDIA TO OUR ADVANTAGE AND CONTROL OUR DIGITAL EXPERIENCES.



BECAUSE OF THAT SOME USEFUL SPECIFIC PRACTICES HAVE BEEN DEVELOPED TO ADOPT BETTER RITUALS AND HABITS THAT HELP USERS BECOME "MEDIA LITERATE" BY DISCOVERING THE BENEFITS OF MEDIA TECHNOLOGIES TO PROMOTE WELL-BEING. CRITICAL THINKING IS ONE OF THE KEYS TO LEARNING SELF-DISCIPLINE AND AVOIDING DIGITAL ADDICTIONS. IT IS IMPORTANT TO STEP BACK AND MAINTAIN A CRITICAL PERSPECTIVE ON WHAT WE SEE, HEAR AND SHARE IN THE MEDIA WORLD. WE ALSO NEED TO USE DIGITAL TOOLS TO PROTECT OURSELVES ONLINE, LEARN BETTER, AND EVEN PROMOTE KINDNESS AND POSITIVITY.

In particular, digital well-being would be the capacity to:



- PROTECT THE PERSONAL HEALTH, SECURITY, RELATIONS, AND WORK-LIFE BALANCE IN DIGITAL ENVIRONMENTS.
- APPLY DIGITAL TOOLS FOR PERSONAL GOALS AND TO ENGAGE IN SOCIAL AND COMMUNITY ACTIVITIES.
- ACT SAFELY AND RESPONSIBLY IN DIGITAL SETTINGS.
- NEGOTIATE AND SOLVE A CONFLICT.
- MANAGE DIGITAL WORKLOAD, OVERLOAD, AND DISTRACTION.
- ACT WITH CARE FOR THE HUMAN AND NATURAL ENVIRONMENT WHEN APPLYING DIGITAL TOOLS.
- UNDERSTAND THE BENEFITS AND RISKS OF DIGITAL PARTICIPATION REGARDING HEALTH AND WELL-BEING CONSEQUENCES.

SOURCE:

[HTTPS://EAVI.EU/THE-ART-OF-LIVING-IN-THE-DIGITAL-ENVIRONMENT/#DIGITAL-WELL-BEING](https://eavi.eu/the-art-of-living-in-the-digital-environment/#digital-well-being)

