

MEDIA LITERACY IN THE BALTICS

Webinar series "Media Literacy in Europe: Country Approaches"
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MIL+LAB PROJECT:A JOINT MASTER'S PROGRAMME IN MIL

- Erasmus+ Strategic Partnership Project Media and Information Literacy & Innovative Teaching Methods Laboratory (MIL+LAB), 2017–2020



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ADVANCING MIL RESEARCH IN THE BALTIC SEA REGION

- Special issue of the *Central European Journal of Communication* 13(2):

"Advancing Media Literacy Research in the Baltic Sea Region"

Guest editor: Maarit Jaakkola

Editor: Agnieszka Stepinska

6 research articles from 12 authors from 6 countries, an expert interview and book reviews

- Contributors: Anda Rožukalne, Ilva Skulte & Alnis Stakle (LV), Andrius Šuminas & Deimantas Jastramskis (LT), Kertti Merimaa & Krista Lepik (EE), Michał Kuś & Paulina Barczyszyn-Madziarz (PL), Svetlana Shomova (RU), Lauri Palsa & Saara Salomaa (FI), Grzegorz Ptaszek (PL), Auksė Balčytienė (LT), Katrin Saks (EE), Michael Forsman (SE)

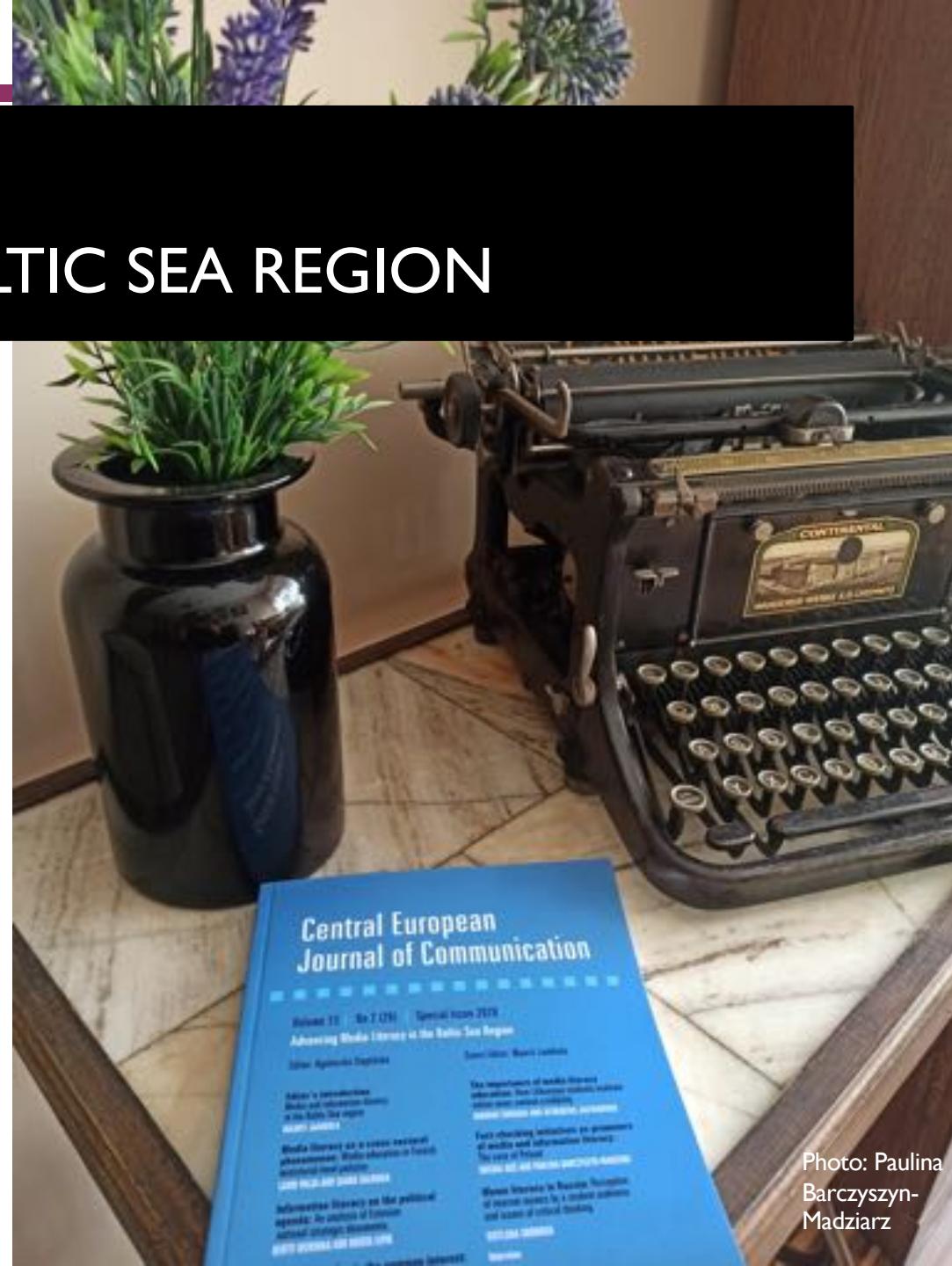


Photo: Paulina Barczyszyn-Madziarz

THE BALTIC COUNTRIES: DIFFERENT OR SIMILAR?



1.3 million inhabitants

Official language: Estonian

Religion: Lutheran

1.9 million inhabitants

Official language: Latvian

Religion: Lutheran

2.7 million inhabitants

Official language: Lithuanian

Religion: Catholic

- Common geo-political frameworks:
 - The Baltic countries/states
 - Nordic-Baltic cooperation (NB8)
 - Northern/North-Eastern Europe
 - Eastern European countries (EEA)
 - Central Europe
 - Post-Soviet countries
 - "Countries in transition"

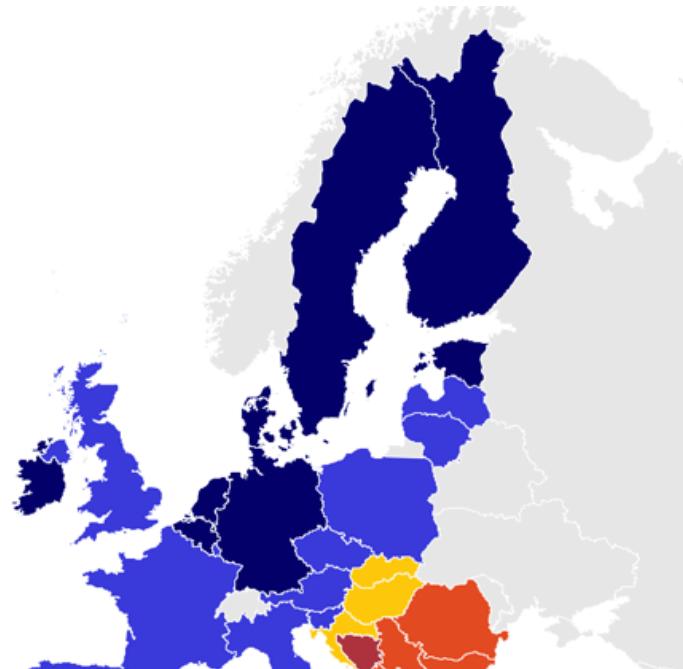
THE BALTIC COUNTRIES: DIFFERENT OR SIMILAR?

The Media Literacy Index (2019)

Estonia: rank 5

Latvia: rank 17

Lithuania: rank 19



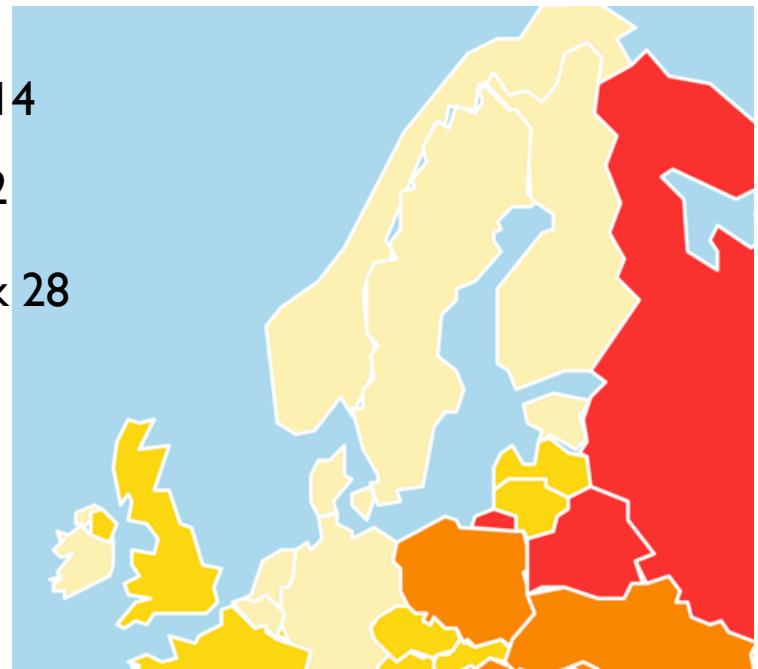
Source: Lessenski 2019

Press Freedom Index (2020)

Estonia: rank 14

Latvia: rank 22

Lithuania: rank 28



Source: Reporters without borders (2020)

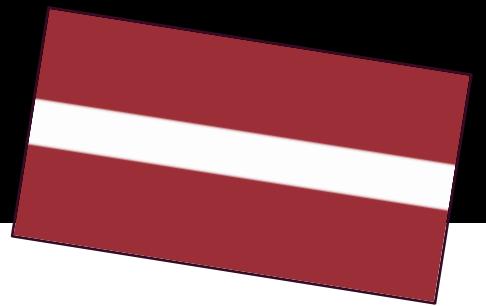
CORE CONCEPTS OF MIL IN THE BALTIC COUNTRIES

| Country | Official language | Government | School | Civil society |
|-----------|-------------------|---|--|--|
| Estonia | Estonian | Media (and communication) education (<i>meedia-[- ja kommunikatsiooni]-haridus, meediakasvatus</i>) | Communication competence (<i>suhtluspädevus</i>) and digital competence (<i>digitaalne pädevus</i>), information environment (<i>teabekeskond</i>) as cross-curricular topic | Media competence (<i>meediapädevus</i>), media (and information) literacy (<i>meedia- [ja info]kirjaoskus</i>) |
| Latvia | Latvian | Media literacy (<i>medījpratība, mediju pratība</i>) | Digital literacy (<i>digitālā pratība</i>) | Media literacy (<i>medījpratība</i>) |
| Lithuania | Lithuanian | Media and information literacy (<i>medijų ir informacinis raštingumas</i>) | Media and information literacy (<i>medijų ir informacinis raštingumas</i>) | Media and information literacy (<i>medijų ir informacinis raštingumas</i>), media literacy (<i>medijų raštingumas</i>) |

ESTONIA: MEEDIAPÄDEVUS, -HARIDUS, -KASVATUS

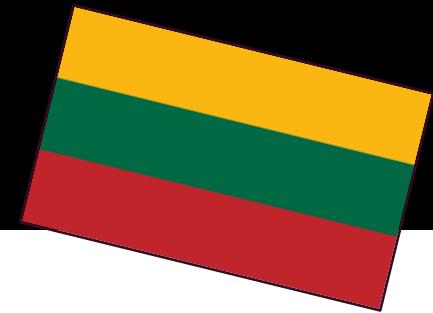
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- The Estonian words *pädevus* – “competence”, *haridus* – “education”, “practice”, *kasvatus* – “education”
 - A study on the state and trends of media policy (2019):
 - “Media education in Estonia has primarily been associated at the policy level to the fields **of strategic communication, marketing communication, and general information literacy.**”
 - “The improvement of media and language education should be a better-prioritized aspect in media policy.”
 - “Strategy documents should pay much more attention to the media and communication education.”
 - School curriculum (2014):
 - **General competences:** “communication competence” and “digital competence” (+ cultural and value competence, social and citizen competence, self-management competence, learning to learn competence, mathematics, natural sciences and technology competence, entrepreneurship competence)
 - **Eight cross-curricular topics:** “information environment” – “the aim is for the pupil to develop into an information-conscious person who senses and is aware of the surrounding information environment, is able to analyse it critically and acts according to his or her aims and society’s communication ethics” (+ lifelong learning and career planning, environment and sustainable development, civic initiative and entrepreneurship, cultural identity, information environment, technology and innovation, health and safety, values and morals)

LATVIA: *MEDIJPRATĪBA*



- The Latvian term for media literacy, *medijpratība*, "media practice"
- Mass media policy guidelines (2016–2020), explicitly address the "media literacy of the audience".
 - The skills of critical analysis of media content and creative skills to produce messages are expected to "reduce one-direction influence of mass media communication, allowing to identify and prevent the distribution of biased information".
- School curricula (2018) employ the overall term *digitālā pratība*, digital practice, or competence, to which the critical analysis of media content is subordinated.
- A Baltic joint Master's programme in media literacy by three Baltic universities and one Polish university, coordinated in Riga. Stradins University; Master's programme in media and information literacy at the Vidzeme University in Valmiera

LITHUANIA: MEDIJŲ IR INFORMACINIS RAŠTINGUMAS



- The Lithuanian word *medijų ir informacinis raštingumas* means media and information literacy
- Strategic guidelines for media policy (2019–2022), issued by the Ministry of Culture
 - MIL is regarded as a central way of strengthening the resilience towards the dissemination of disinformation and propaganda
- School curricula (2017) explicitly mention the term media and information literacy, yet as activities that shall be organized according to the possibilities at school

THANK YOU!

Aitäh!
Paldies!
Ačiū!
Dziękuję!
Спасибо!

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Advancing Media Literacy Research in the Baltic Sea Region

Editor: Aneska Stepišta

Editor's introduction:
Media and information literacy
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MARIJ JÄRKOLA

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ministerial-level policies
LAURI PALOMAA AND SAARA SALONIEMI

Information literacy on the political
agenda: An analysis of Estonian
national strategic documents
KERTTI MERRIMAA AND KRISTA LEPIK

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Public perception of media literacy policy
in Latvia
ANNA ROŽUKALNE, JULIA SKOŁĘD AND ANDRAS STALLE

Interview
Grzegorz Płaszczyk:
Media re-education and the need to be
constantly updated

Book reviews

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online news content credibility
ANTRŪS JĀSTĀVALS AND DEIVIDAS JASTRAMSKIS

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The case of Poland
MICHAŁ KIS AND PATRICK BARGIŃSKI-MIĘDZIARZ

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of internet memes by a student audience
and issues of critical thinking
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