

## **Media Literacy Policies in Greece**

**Irene Andriopoulou**

Head of Research, Studies & Educational Programs Dpt, EKOME

UNESCO MIL Alliance co-Secretary General

EC Media Literacy Expert, DG Connect

PhD Candidate, Journalism & Mass Media, Aristotle University of Thessaloniki

Webinar on Media Literacy in Europe: Greece

10 Mar 2021, 15:00 – 16:00 CET



EKOME

## Media Literacy → Umbrella concept

- ❑ During the pandemic: “trending topic”
- ❑ As a viable solution for e-learning, distance education, e-coaching, homeworking skills.
- ❑ Media Literacy in Greece
- ❑ Media Literacy Trends in the Digital Era:
  - ▶ interaction and interoperability
  - ▶ content production: AI, VR, AR + Gamification & computational thought
  - ▶ digital skills, digital citizenship
  - ▶ access to social media, issues of democracy, freedom of expression
  - ▶ combating fake news and disinfo
  - ▶ internet neutrality, role of ISP, video-sharing platforms
  - ▶ copyrights, media ethics in the digital content

### State Regulation

AVMSD 2018 → Media Literacy  
Greek regulation 20 February 2021  
(Act 4779/2021)





EKOME

## Media Literacy Policy Framework

### ❑ AVMSD 2018 → Media Literacy

- General Secretariat for Information & Communication
- The National Council for Radio and Television (NCRTV) : *new actor*

### ❑ Ministry of Digital Governance

- Digital Transformation → full digital citizenship
- Digital Transformation White Paper
- As initiator, practitioner & IT facilitator

### ❑ Ministry of Education: Digital Education Action Plan

### ❑ EKOME – National Centre of Audiovisual Media & Communication

- Media Literacy hub (evidence-based research)
- National policy advocate and expert (EC, CoE)
- White Paper on Media and Information Literacy (2018)
- National, European and global media literacy network (media stakeholders, ISPs, Creative Industry, UNESCO)
- Facilitator & Educator on ML Skills in typical and non-typical education, lifelong learning context
- Lifelong Training on media professionals (re-skilling, up-skilling) for boosting media productions.





EKOME

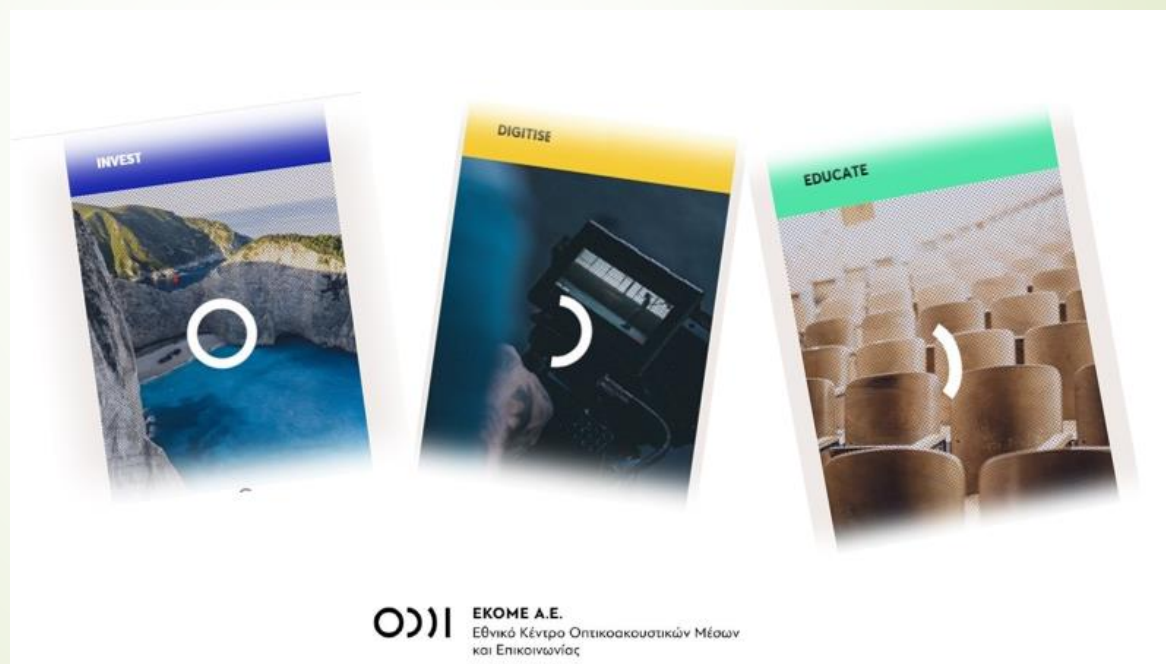
## National Centre of Audiovisual Media & Communication

*Through media and information literacy skills, citizens are no longer passive recipients of media messages, but they adopt **an active and critical attitude towards news agenda, making wiser choices and contributing to the quest for high quality media content**, all characteristics of a strong and competitive media industry (White Paper, 2018)*

- Invest
- Digitize
- Educate
- Audiovisual



**IDEA !**







EKOME

# EKOME coordinates UNESCO MIL Alliance Mediterranean Group

A partnership launched in 2018 with UNESCO

- ❑ UNESCO Global MIL Week
- ❑ 5 Task Forces
 

1 TF / Promotion	2 TF / Research	3 TF / Synergies	4 TF / Creative Industry	5 TF / MIL in Schools
------------------	-----------------	------------------	--------------------------	-----------------------
- ❑ Booklet “Meet our Members”
- ❑ EKOME MIL Webinar Series
- ❑ co-Secretary General of the ISC UNESCO MIL Alliance
- ❑ Next webinar! **6 April 2021, Join Us!**





EKOME

## Media Literacy in Typical Education

- ❑ Not yet met as autonomous object of study but mainly cross-curricularly, as interdisciplinary subject and within *ad hoc* school projects.
- ❑ Multiple approaches on media, digital and film literacy, news literacy
- ❑ 2016: Public Discourse on School Reform → Media Literacy, Film Literacy
- ❑ 2020 - 2021: Platform 21+ Skills Workshops, *pilot phase*

### Learning Skills

Critical thinking  
communication,  
cooperative  
learning  
creativity

### Life Skills

self care  
social skills  
citizenship  
empathy  
awareness

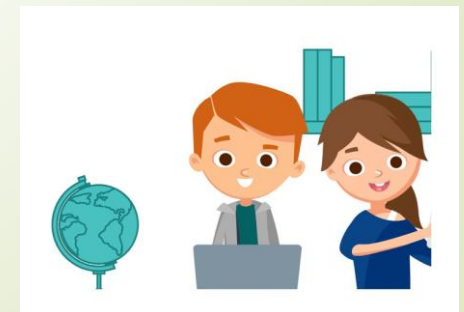
### ICT Skills

digital literacy  
technology literacy  
gaming literacy  
digital humanities  
e-government  
safer internet  
UGC  
Plus! media literacy

### Mind Skills

strategic thought  
problem-based learning  
case-studies  
contextual thought

**2021 -2022: Platform 21+ Skills Workshops**  
*compulsory all 4 Thematic Circles*





EKOME

## Media Literacy & Academia

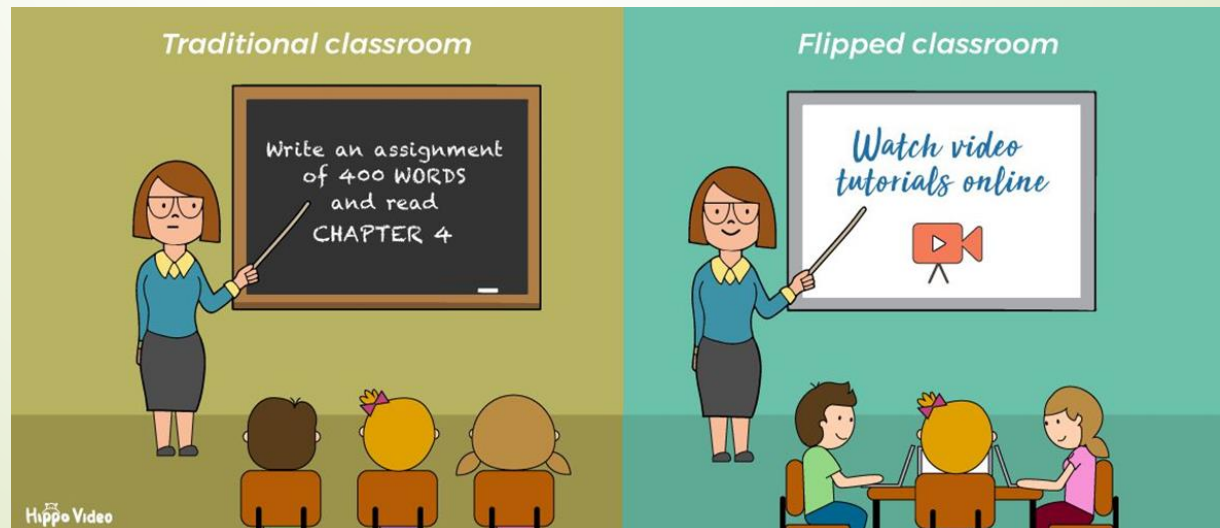
- Pedagogical Faculties** (courses for in-training teachers)
- Media and Communication Faculties**
- Audiovisual Media Production Faculties** (practice)
- Film Faculties**
- Media Literacy in the Private Sector**  
a) protectionist approach b) media ethics, copyrights c) digital media production, training of media professionals d) news literacy
- Creative Industry** (kids & youth film festivals)
- Civic Society** (grass-root approach to bottom-up)



EKOME

## Media Literacy During the Pandemic

- ❑ Digital Solidarity.gov.gr (April 2020)
- ❑ National Digital Academy.gov.gr (May 2020)
- ❑ Mathainoume Asfaleis.gov.gr (e-class platform)
- ❑ EKOME MIL Awareness Campaign
- ❑ “Flipped Classroom” school hybrid model







EKOME

## What Worked? What Did Not?

### 4 Emerging Imperatives for ML policies

1. MIL shall be present both in Media & Education Laws
2. Systematic funding + think beyond school system
3. More joint public & private actions, transparency, participatory process, transnationality
4. **ML: A watershed moment** for policies on social distancing, digital infrastructure for large access to remote areas & population



# Thank You!

Contact info

[irandriopoulou@ekome.media](mailto:irandriopoulou@ekome.media)

[educate@ekome.media](mailto:educate@ekome.media)

214 4022500, 214 4022522



@ekomedia

URL: [www.ekome.media](http://www.ekome.media)