

**As TIC como forma de acelerar a recuperação económica: promover o desenvolvimento regional e otimizar a utilização dos fundos estruturais**

**Conferência SFERA, Algarve 2009**

# **Media Literacy – European R&D Projects and Strategies**

## **Literacia dos Media – Projectos e Estratégias de I&D na Europa**

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# A Literacia dos Media na Europa

- The European Charter for Media Literacy
  - Carta Europeia para a Literacia dos Media (2005)
    - <http://www.euromedialiteracy.eu>  
(BFI; SFI; CLEMI; CEM; UAlg/CIAC(CICCOM); COMUNICAR;...)
- The Media Literacy Expert Group
  - Grupo de Peritos em Literacia dos Media (2006)
    - [http://ec.europa.eu/avpolicy/media\\_literacy/expert\\_group/](http://ec.europa.eu/avpolicy/media_literacy/expert_group/)
- The European Media Literacy Policy
  - Communication to the European Parliament (2007)
    - [http://ec.europa.eu/avpolicy/media\\_literacy/docs/com/en.pdf](http://ec.europa.eu/avpolicy/media_literacy/docs/com/en.pdf)
  - Comission Recommendation (20/08/2009)
    - [http://ec.europa.eu/avpolicy/media\\_literacy/](http://ec.europa.eu/avpolicy/media_literacy/)



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## The European Charter for Media Literacy



### Also available in ...

- [French](#)
- [English](#)
- [Portuguese](#)
- [German](#)
- [Spanish](#)
- [Swedish](#)
- [Italian](#)
- [Catalan](#)
- [Romanian](#)
- [Galician](#)

### Your page

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### How to sign the Charter

To sign the charter and participate you must be registered on the site.

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### Latest signatories

- [27-08-2009 : Jennifer Phillips](#)  
Country outside of Europe
- [25-08-2009 : Global Soma - Miki Ambroz](#)  
Greece
- [22-08-2009 : Dr. Silke Grafe](#)  
Germany
- [07-08-2009 : Fabio Ribeiro](#)  
Portugal
- [07-08-2009 : ripArte coop. soc. - Area nemme](#)

### How to sign the Charter

If you support the principles expressed in the Charter, please sign it! When you go to the signing page, you will have to opt for being just one of the following types of signatory:

- A supporter – an individual who endorses the Charter's principles and wishes to be publicly associated with the Charter;
- A sponsor – an organisation that endorses the Charter and signals its readiness to provide in-kind or financial support to initiatives undertaken by other signatories;
- A provider – an organization that will commit to programmes of activity under the terms of the Charter

Clauses 4 and 5 of the Charter are more likely to be endorsed by Providers; if you are signing as a Supporter or Sponsor you have the option of deleting all or part of these clauses. If you sign as a Provider, you are encouraged to publish your Action Plan for Media Literacy on the website, thus enabling and encouraging dialogue and partnerships. If you sign as a Supporter or a Sponsor, you do not have to publish Action Plans, although you can provide details about yourself or your organisation if you wish.

### European Charter for Media Literacy

[Name of organisation] is committed to the aims and principles set out below for the better advocacy and development of media literacy in Europe.

#### 1) We make a commitment to:

Raise public understanding and awareness of media literacy, in relation to the media of communication, information and expression;

Advocate the importance of media literacy in the development of educational, cultural, political, social and economic policy;

Support the principle that every European citizen of any age should have opportunities, in both formal and informal education, to develop the skills and knowledge necessary to increase their enjoyment, understanding and exploration of the media.

#### 2) We believe that media literate people should be able to:

- Use media technologies effectively to access, store, retrieve and share content to meet their individual and community needs and interests;
- Gain access to, and make informed choices about, a wide range of media forms and content from different cultural and institutional sources;
- Understand how and why media content is produced;



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## The European Charter for Media Literacy



### Register with this site

Registration is free, and allows you to participate in all the activities facilitated on this website (sign the Charter for Media Literacy, contribute to discussions, and send in news about your own activities)

[Register here](#)

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### Search this website

search this website

### See also



### Welcome to the Charter website

#### Second European congress on media literacy in 2009: Euromeduc

In 2004, a European congress gathered the actors of media literacy in Belfast. To pursue this process of exchange and reflection, the new project, Euromeduc, is holding a second European congress. Three thematic seminars will prepare this congress. The Euromeduc project is led in close partnership with the European Euromedialiteracy network.

> Visit [www.euromeduc.eu](http://www.euromeduc.eu)

**The Charter for Media Literacy** exists to support the establishment of media literacy across Europe. By signing the Charter, organisations and individuals endorse a specific definition of media literacy, and commit to actions that will contribute to its development. The Charter thus facilitates consensus and networking amongst those working for media literacy in different countries across Europe. This website holds a database of Charter signatories, which can be searched by country, media sector and education sector. The Charter is also available in other languages.

After registering with the site you can sign the Charter online, participate in discussions, and explore the site resources which comprise links, archive and research listings.

#### Latest news

##### European Forum for Video Education 2009

The first viducate network event:  
European Forum for Video Education 2009

Join us for our forum  
[\(Read more\)](#)

##### CHOCOLAT 3.B Podcast

Con i ragazzi della 3B della scuola media di Faloppio (CO) – Federico, Lorenzo, Stefania, Alessia,  
[\(Read more\)](#)

#### Latest discussions

##### Journalism, Futures?

So, it's at a crucial stage of development, a core feature of public discourse, the touchstone of de  
[\(Read more\)](#)

##### Cinema e Estudos Culturais - Cinemaand Cultural Studies

Este tópico pretende receber e divulgar algumas das reflexões críticas produzidas sobre o tema po  
[\(Read more\)](#)

# Second European congress on media literacy

Italy, Bellaria, 21-24 October 2009



English

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- Programme
- Registration
- Publications
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## A European congress on media literacy

**Bellaria, Italy, 21-24 October 2009**

The first European Congress on Media Literacy brought together people in Media Literacy in Belfast in 2004. Euromeduc is now organising a second congress for further exchange and reflection, addressed to professionals, researchers and other practitioners involved in media education; policy-makers in education and politics; and representatives from the media industry and the European institutions.

The congress will provide an opportunity for exchange in order to address the major issues concerning Media Literacy in Europe, at a time when this field is gaining in appreciation. It will produce education recommendations and suggestions for action.

The congress follows three recently held seminars (in Paris, Brussels and Faro), the proceedings of which are available on line on this site. The results of the seminars and congress will be published in a final publication.



## Programme

The Bellaria congress provides a global approach to Media Literacy in Europe, at a time when this field is gaining in appreciation.

## Proceedings of seminars

**Media production by young people and media literacy**

Paris, 30 June – 2 July 2008

**Lifelong Media Learning: innovative practices outside school**

Brussels, 17-19 November 2008

**Media literacy and appropriation of Internet by young people**

Faro, 16-18 February 2009



Idea box

## Speakers

Cary Bazalgette

# **EU-Funding – Media Education / Media Literacy Projects**

## **Ualg / CIAC (CICCOM / VR-B)**

- **IITEE – International Innovation inTeacher Educ. in Europe (1988)**
  - <http://www.itesite.org>
- **Eduvinet – Educational Content on the Internet (1996-2000)**
  - <http://www.eduvinet.de/eduvinet/eduvinet.htm>
- **Educaunet 2 – Critical Education - Use of the Internet (2002-04)**
  - [http://ec.europa.eu/information\\_society/activities/sip/projects/completed/awareness/educaunet2/](http://ec.europa.eu/information_society/activities/sip/projects/completed/awareness/educaunet2/)
- **MediaEduc – 1st European Conference on Media Education**
  - **Belfast (2004)** - <http://www.northernirelandscreen.co.uk/newspage.asp?id=100&storyID=192>
- **Glocal Youth – Global-Local-Intercult.Young Media (2004-05)**
  - <http://www.glocalyouth.net>
- **Mediappro – Appropriations of New Media by Youth (2005-06)**
  - <http://www.mediappro.org>
- **Euromeduc – European Network for Media Literacy (2008-09)**
  - <http://www.euromeduc.eu>

# Commission Recommendation

to the Member States (20-08-2009)

**D-G&S Information Society and Media – Com. Viviane Reding**

- European Parliament / Committee of Regions
  - Creative Content on-line and Media Literacy
- Education, Youth and Culture Council
  - **Media Literacy for active/critical citizenship (C,C,C)**
- Lisbon Council
  - **Lisbon Strategy beyond 2010 (Indicative Criteria ?)**

To the Member States:

- (Curric. Develop.); Research; Regulation/(codes)
  - Lifelong learning; Training; Media Industry Commitm.

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