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Erasmus+ KA2 Project “Media Lab for Bridging Cross-Border Gaps”

Project number 2018-1-LT02-KA205-005715

INTERNATIONAL EDUCATIONAL CONFERENCE ONLINE

Media Lab project dissemination to contribute to media literacy

30th June, 2020

Aim:

1. The conference will be aimed at sharing the development of the project and present the created output. The results of the project will be presented: analysis and recommendations on existing cross-border gaps and a tool-kit for impact assessment.
2. Special focus will be given to allow participants to develop and promote networking, increase the possibility to operate at a transnational level, share ideas, practices and methods. The conference will set the guidelines for the follow-up of the project, and contribute to dissemination and viability of results.

Project coordinator – National Agency for Education, Vilnius, Lithuania.

Participating countries – Latvia, Lithuania, Poland, Cyprus, Greece, the Republic of North Macedonia.

Target groups of the conference:

Policymakers, researchers, trainers, teachers and other practitioners working in the field of educating the youth on media literacy - planning and implementation.

REGISTRATION

Please register using this [link](#)

A sign-in link will be sent to participants one day before the video conference.

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Agenda

12⁴⁵–13⁰⁰ JOINING THE CONFERENCE AND OPENING OF THE CONFERENCE

The conference agenda indicates the CET time

The conference will be recorded. If you do not agree to be filmed, turn off the camera.

Conference moderator: Dr. Angelė Tamulevičiūtė, Vice Dean of the Faculty of Creative Industries at Vilnius Gediminas Technical University (Lithuania)



INTRODUCTION

13⁰⁰–13¹⁰ **Presentation of project goals and intellectual products of the project**

Speaker: Salomėja Bitlieriūtė, National Agency for Education, Deputy Head of In-service Training Division of the Department of Education Assistance and project “Media Lab for Bridging Cross-Border Gaps” leader (Lithuania)

PRESENTATION PART

13¹⁰–13³⁰ **Media Industry Involvement in Media Literacy**

The main aim of the Media Lab project analysis was to identify and analyse the existing gaps related to Media Literacy, as observed in different areas. Among other areas, we searched the presence of Media Literacy in the compulsory education systems of the respective countries, fact-checking initiatives to combat fake news and involvement of the media industry itself in media literacy. This session will focus on what the media industry has been doing to promote Media Literacy, based on the project research and will provide suggestions for further actions.

Speaker: Melina Karageorgiou, journalist and project researcher, providing analysis and recommendations on existing cross-border gaps on media literacy (Cyprus)

DISCUSSION: answers to participants’ questions

13³⁰–13⁵⁰ **Measuring media literacy competence among 14-15-year-olds. Testing methodological materials prepared by participants of Erasmus+ KA2 Project “Media Lab for Bridging Cross-Border Gaps” during the English, ICT and Social studies integrated lessons**

The aim is to present the examples of implementation of the selected tools during the lessons of English, ICT and social studies in the younger classes of secondary school. Demonstration of various elements of media education planning, while implementing methodological tools prepared during the Media Lab Erasmus+ KA2 Project “Media Lab for Bridging Cross-Border Gaps”, such as *Media Literacy Video Evaluation*, *The language of media - a glossary of terms*, *Media analysis and self-assessment tools*, such as *K-W-L charts*, media glossary crossword and Kahoot! Quiz. Discussion about the benefits and prospective possibilities of media education during inter-subject integration.

Speakers: Nadežda Rusecka, Malgožata Vasilevska, Vilniaus Jono Pauliaus II progimnazija (Vilnius John Paul II progymnasium, Lithuania)

DISCUSSION: answers to participants’ questions

13⁵⁰–14¹⁰ **Media Lab Project videos: how to make use of them**

The main aims of the Media Lab Project videos are to raise the awareness among the public, students and adults, about the challenges which new technologies bring in terms of disinformation and manipulation, also to highlight the importance of media literacy in order to combat those challenges. Some ideas will be introduced of how to use such videos.



Speaker: Maria Kozakou, journalist (Greece)

DISCUSSION: answers to participant questions

14¹⁰–14²⁰ **BREAK**

14²⁰–14⁴⁰ **New trends in media literacy teaching**

The main aim of the presentation is to highlight new topics and methods in media literacy teaching in Latvia. The author of the presentation has significant experience in national and international media literacy education projects and will share ideas on how the understanding of the importance of media literacy teaching has changed during the last two years, for example, there has been a shift from "fake news" concept towards wider and more diverse understanding of various media literacy aspects. Also, some practical ideas will be offered on digital tools and other methods for media literacy training.

Speaker: Dr.sc.comm. Klinta Ločmele (University of Latvia)

DISCUSSION: answers to participants' questions

14⁴⁰–15⁰⁰ **How to educate the audience on media literacy without using the words “media literacy”**

The main aim of the presentation is to explain how to create “viral” media literacy content and the possibilities to integrate it into different types of media products, preferred and watched by the youth. Examples of media literacy campaigns that were on TV and attracted broad audiences in the country.

Jovana Avramovska, TV anchor for Yesterday's News and ZMAI media literacy activist (North Macedonia)

DISCUSSION: answers to participants' questions

15⁰⁰–15²⁰ **What have we learnt from the COVID-19 pandemic in terms of disinformation and media literacy?**

The main aim of the presentation is to discuss how media literacy has been tested during the COVID-19 pandemic. The overload of information, but often with understatements; the personal and social fears the crisis has awoken; the lockdowns and the necessity of home and online schooling have challenged the fundamentals of media and digital education and our approach to disinformation. The speaker, a journalist and educator, will share personal and professional insights.

Speaker: Beata Biel, Fundacja Reporterów (Poland)

DISCUSSION: answers to participants' questions

15²⁰–15³⁰ **CONFERENCE SUMMARY**