

MEDIA LITERACY EDUCATION. A TOOLKIT TO PROMOTE DIGITAL COMPETENCE IN SCHOOL AND IN EDUCATIONAL CONTEXTS

1. Presentation

Media Literacy may be defined as the ability to access, analyse and evaluate the power of images, sounds and messages which we are now being confronted with a daily bases and are an important part of our contemporary culture, as well as to communicate competently in media available on a personal basis. Media literacy relates to all media, including television and film, radio and recorded music, print media, the Internet and other new digital communication technologies»

(European Community, 2009)

The advent of digital media is producing important transformations in people's everyday life, both at the socio-cultural and psycho-cognitive level. We need to redefine the ways in which media have been usually used in schools and in educational contexts.

It's necessary to improve technical skills and also generate critical-creative abilities. Teenagers can understand the social implications and functions of the media, and interact with them in a responsible way.

2. Programme

Arrival: Sunday

1° DAY (Monday)

Registration of participants

- o Course presentation
- o Participants introduction
- o Personal and professional expectations
- o Progetto Crescere Presentation: a Social Cooperative and a model for inclusion
- o How to analyze a personal use of digital media?
 - skills and abilities
 - awareness of personal media use
 - how do media operate?
 - media power and influence

DAY 2

o How to define an educational path of digital media?

(guidelines of Media Education): a strategy to plan projects of media and digital education

DAY 3

o Good practices of Media Education (training exercises for teachers and educators)

o Presentation toolkit

Main topics:

- citizen journalism
- online fake news

- cyber identity and cyber knowledge

DAY 4

- o Workshop: working groups to choose and develop an educational project of digital media
- working groups to choose and develop a personal project of Media Education (videomaking, digital writing, using apps)
- presentation

DAY 5

- o Discussion group
- o Final evaluation of the course and dissemination plan

Departure: Saturday

3. Objectives

- Analyzing a personal use of digital media
- Promoting critical views on digital media
- Creating and applying activities of digital education (toolkit)
- Developing digital skills for teenagers and students
- How to evaluate digital education activities

4. Target

Media literacy education COURSE offers teachers and educators self-directed tools that can be employed in everyday teaching
(TOPICS: citizen journalism, online fake news, risks and opportunities of digital media and online communication)

5. Methodology

Interactive lessons
Active learning techniques
Case studies
Group discussions and reflections

6. Arrangement

The course

The course is organized in PROGETTO CRESCERE's meeting room (Via Kennedy, 17 – Reggio Emilia), easily reachable by feet or using public transports.

DISTANCE FROM PROGETTO CRESCERE TO THE CITY CENTRE: 1,1 km (13 minutes walking; 15 minutes by bus).

Transports

Public transport and taxi provide fast connection from and to the city centre.

Hotel

Reggio Emilia offers different possibilities. You can consult all opportunities here:

<http://turismo.comune.re.it/en/hotels-and-restaurants/where-to-stay>

We will be pleased to help you, in case of need.

7. When to apply?

Organizations are invited to submit applications on-line to the National Agency following the **deadline of the year**.

For further information about it, please **check Erasmus+ Official Website:**

http://ec.europa.eu/programmes/erasmus-plus/index_en.htm

8. Costs

450,00 € per participant for course fee and organizational costs.

WHAT IS EXCLUDED FROM THE COURSE FEE

- Accommodation and meals
- Travel costs from Your country to Italy
- Transports from and to the airport at home and in Italy
- Transports from the airport to the hotel and back
- Extras in general

TYPE OF CERTIFICATION OF ATTENDANCE AWARDED

Certificate of attendance. Europass Mobility Certificate on request.