Background

This session will address Media Literacy as a transversal socio-cultural development encompassing the contemporary convergence of multi-platform media with formal and informal education. Most agree that the ultimate goal of Media Literacy is the development of awareness, technical access, and critical thinking skills that facilitate the creative participation of individuals in today’s mediated societies. Our vision of the world, the understanding of our communities, of ourselves and of the others are shaped by the media messages that we receive and, increasingly, produce and distribute throughout the broad variety of social media platforms available in the digital environment.

The challenge of developing peaceful, inclusive societies in a world often portrayed by the media as polarized, violent, and dominated by the base self-gratification of individual desires, requires the attentive and collaborative effort of many stakeholders. In today’s mediated world, the school, the family and the place of worship no longer suffice to instill ethical and civic values in individuals; journalist, media producers, regulators, educators and policy makers must now work together as never before in this endeavor.

The session will provide an exceptional opportunity for representatives of different areas of civil society and regions of the world to join in an in-depth conversation where the need for transversal Media Literacy initiatives and its impact in society will be analyzed and debated.

Questions for discussion

Some of the arguments addressed in the session will evolve from questions such as:

1. How does Media Literacy contributes to the development of inclusive societies?
2. How does Media Literacy promotes citizenship participation?
3. How does Media Literacy increases awareness and respect for others?
4. How does Media Literacy supports the preservation of native cultures?
5. What is the role of public media and journalists in this process?
6. How can Media Literacy research transform into school curricula?
7. What is the role of policy makers and regulators in the development of Media Literacy awareness and skills across societies?
8. Why should governments support Media Literacy initiatives?
9. How can Media Literacy contribute to the promotion of intercultural dialogue?