



## Working Breakfast 2. UNESCO UNITWIN AoC Chair on Media Literacy and Intercultural Dialogue

*Partner organizations: UNESCO and NORDICOM (Nordic Information Center for Media and Communication Research)*

This breakfast, co-organized with UNESCO and NORDICOM (Nordic Information Center for Media and Communication Research), was an opportunity to publicly present and discuss the creation of the UNESCO UNITWIN Alliance of Civilizations Chair on Media Literacy and Intercultural Dialogue. At its initial phase this UNITWIN (UNESCO's Chair program for universities linked in network) will include six universities: Sao Paulo University (Brazil), Tsinghua University (China), Cairo University (Egypt), University of West Indies (Jamaica), Autonomous University of Barcelona (Spain), and Temple University (USA). Representatives of the universities attended the session and explained to the participants the main objectives and planned outcomes of the Chair.

By coordinating the creation of this Chair, the AoC continues to support the development of media literacy education worldwide. The increasing global awareness about the importance of media literacy within the intercultural dialogue framework was underlined by the amount of interested participants that attended the session. During the session it was explained that the main focus of this Chair is the development of educational

and media literacy practices that can contribute to dissolve prejudices, cultural stereotypes, and intercultural barriers in favor of global dialogue and cooperation among citizens and institutions of different cultural or religious backgrounds.

The Chair will develop and organize, in coordination with the AoC, a series of research initiatives, conferences, teacher training workshops, and exchange programs (for faculty and graduate students) involving the active universities of the network. Additional outcomes will include publications (in partnership with NORDICOM) and the ongoing development (by adding new content, supplementary information, resources, and articles) of the AoC Media Literacy Education clearinghouse ([aocmedialiteracy.org](http://aocmedialiteracy.org)).

Additionally, the breakfast session was also an occasion to present the new research publication "*Mapping Media Education Policies in the World: Visions, Programs and Challenges*" recently published by the AoC in collaboration with UNESCO and the support of Grupo Comunicar and the Media Program of the European Union.