WHAT ?
Media literacy:

To the Media Literacy Expert Group, Media literacy is a "catchy" term related to the ability of **conscious consumption of media**-distributed messages among adults.

It's defined by MLEG as umbrella expression including all :
- technical, cognitive, social, civic and creative capacities that allow a citizen to access the media, have **critical understanding** and **to interact** with it.

All these capacities **enable citizens to participate in economic**, **social** and **cultural aspects** of society and **play active role** in democratic processes.

Adult educators acting on behalf of learners as part of civil society need to learn **how to recognise**, **analyse** and **explain** to their learners **key terms** and **ideas for understanding disinformation** with media literacy principles.

PROJECT CONSORTIUM:

CDA
Centrul de Dezvoltare Arad

Asociatia Centrul
de Dezvoltare Arad,
Romania

LABC

LABC S.R.L.,
Italy

Center for Social Innovation

CSI Center for Social
Innovation ltd,
Cyprus

Inno Hub Valencia

Asociacion Valencia
Inno Hub,
Spain

E&D Knowledge Consulting

E&d Knowledge
Konsulting, Ida
Portugal

materahub

Consorzio Materahub
Industrie Culturali e
Creative,
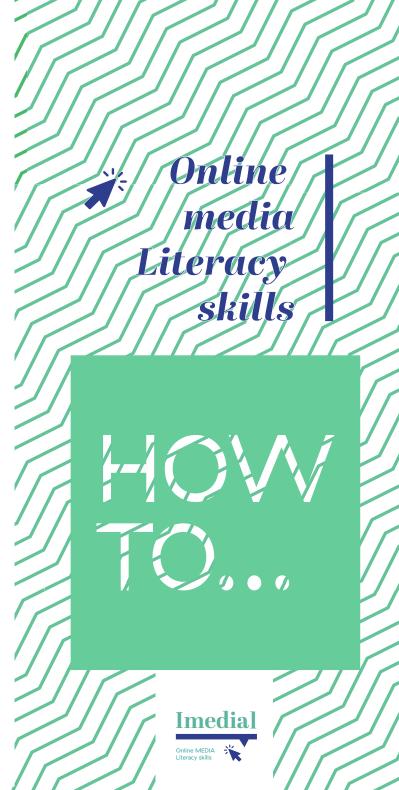Italy

Centrum Wspierania Edukacji i Przedsiębiorczości

Stowarzyszenie Centrum
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Online media Literacy skills

HOW TO...

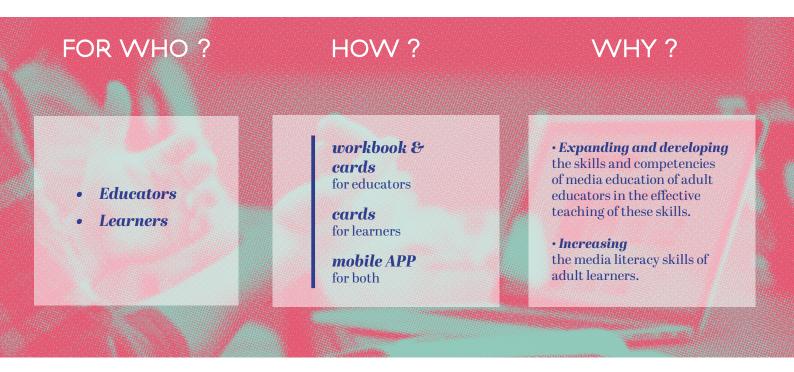**Imedial**
Online MEDIA
Literacy skills

HOW TO...

develop #criticalthinking skills in #media.

There is a "need for strengthening efforts in increasing media literacy at all levels"
MLEG in June 2018

IMEDIAL PROJECT Provide educational material to educators.

FOR WHO ?

- *Educators*
- *Learners*

HOW ?

workbook & cards
for educators

cards
for learners

mobile APP
for both

WHY ?

- *Expanding and developing* the skills and competencies of media education of adult educators in the effective teaching of these skills.

- *Increasing* the media literacy skills of adult learners.

Workbook *(for educators)*

Trainings to teach the "media language" :

- methodology, materials, exemples, exercises, tests revealing the techniques used by media creators

Focus :
how to allow workshops participants to think critically, to consume e-content in a conscious way, to know strategies and tricks used by media broadcasting services

Cards (for learners)

The cards will be physical cards containing concrete activities/exercises – instructions for educator.

5 categories:
- ice-breakers, written text analysis, visual content analysis, multimedia content analysis, reflections.

And the following elements :
- name of the activity, description, tips, duration, Materials needed to implement the activity.

Mobile APP (for both)

The APP will therefore contain 2 types of cards:

Educators cards
- digital version of cards

Learners cards
- with materials/resources (pictures, texts, video etc.) to be used during workshops.

Having the IMEDIAL mobile APP will enable adult educators to deliver workshops in a modern way.

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