



Combatting Media & Information Illiteracy to Raise Good Citizens

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Our project directly addresses the needs and goals of the project partner organisations that have already included cultivating a media-and information-literate population into their strategic development plans. Our project activities will contribute to adding elements of Media&Information Literacy as a critical 21st century skill to the agenda of educators who work for the participating organisations and beyond. The teachers are going to be involved in reviewing existing practices, identifying relevant approaches to M&L education being implemented first in our countries and later sharing their experience. We intend to examine the strategies that have been put in place to support, train and develop M&L educators in some other countries, and contribute to our teachers' professional development, capacity and confidence. Being directly involved, teachers will become more competent in using eTwinning tool which we expect to become more used by the educators of the participating schools. In addition, the need for our students to be equipped with the key competences will also be met, thus helping them combat low levels of M&I literacy leading to numerous problems because they will be able:

- to understand how the mass media influence society and promote active participation in a media-saturated environment;
- to become more media literate people and better citizens who understand that media are constructed to convey ideas, information and news from someone else's perspective; who understand that specific techniques are used to create emotional effects; who seek alternative sources of information and entertainment; who use the media for their own advantage and enjoyment; who know how to act, rather than being acted upon;
- to develop the critical thinking skills to safely navigate through traditional media; to develop their own critical intelligence with regard to culturally inherited stereotypes as well as to the images presented in the media;
- to learn more how to be safe and responsible on-line;
- to take the central role of the learner, to work independently;
- to develop an attitude of active European Citizenship within the school and community and increase their chances of participating in society and acquire tolerant and democratic values. With today's and tomorrow's digital tools, our net generation students will have unprecedented power to amplify their ability to think, learn, communicate, collaborate, and create. Along with all that power comes the need to learn the appropriate skills to handle massive amounts of information, media, and technology. Our project might also help the partner organisations turn into Media&INformation Education centres in their regions as there aren't any of this kind around.