



Creative Audiovisual Lab
for the promotion of
critical thinking and
media literacy

Policy Recommendations

Incorporate audiovisual media literacy in formal and non-formal education using a variety of approaches

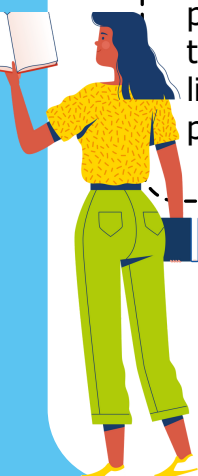


Audiovisual media literacy should be included in both formal and non-formal education, emphasising critical analysis of audiovisual content. Learning with and about audiovisual literacy needs to be age-appropriate and use a hands-on approach to analyse, evaluate, interpret, and create audiovisual content critically, and focus on the process, rather than on the output.



Support professional development of teachers and trainers in enhancing inclusive media literacy, critical thinking, and active citizenship

Teachers and trainers are essential in shaping young people's media literacy and critical thinking skills. Thus, it is necessary to provide professional development opportunities, continuous training and resources for teachers. To truly strengthen media literacy education, a multi-faceted approach is needed, including policy makers, educational institutions, and other stakeholders.



Media literacy initiatives and programmes should actively work towards promoting social inclusion



Media literacy initiatives have a crucial role in fostering social inclusion in the digital world. These initiatives can help close the digital divide, enhance access to information, and reduce inequalities in information consumption and expression. Fundamentally, these initiatives have the potential to transcend their educational scope and become a tool for a society that is more inclusive and characterised by greater equity.

Foster collaboration with parents and members of the community while emphasising local support in addressing global challenges

To create a healthy media environment for young people, it's crucial to involve parents and the community. Tailoring discussions and content to address social and local issues (migration, mental health, cultural diversity) increases relevance and encourages young people to actively engage with the world. Additionally, it is important to provide and establish space to discuss media-related issues.



Provide opportunities for young people to become active digital citizens who can engage positively and responsibly in society, both online and offline



Media literacy and digital citizenship education are essential components of cross-curricular learning. By adding a digital citizenship dimension to learning activities, students learn how to navigate digital landscapes in a safe, responsible, and ethical way.

