



# European Centre for Media Literacy

Elke DALL, Centre for Social Innovation

UNESCO-CEI Workshop on Information Literacy Initiatives in Central and South  
East European Countries Centre for Social Innovation  
Ljubljana, 27-28. March 2006



## The Project - An Overview

- Title: European Centre for Media Literacy (ECML)
  - Directorate-General for Education and Culture
  - Programme e-Learning
  - Duration: 24 months
  - 01/2004-12/2005






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## Partnership

<b>Applicant</b>		Università Cattolica del Sacro Cuore (UCSC)	Italy
<b>Partner 1</b>		University of Tampere (UTA)	Finland
<b>Partner 2</b>		Centre for Social Innovation (CSI)	Austria
<b>Supporting Partner</b>		Microsoft Education Solutions Group (EdSG)	UK



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## Project Aims

- to create an European Center for Media Literacy (ecml) as a nonprofit educational organization that provides leadership, public information, professional development and educational resources nationally and internationally.
- to promote and support media literacy education as a framework for accessing, analyzing, evaluating and creating media content.



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## Project Mission

- ❑ ecml works to help citizens, especially the young, develop critical thinking and media production skills needed to live fully in the 21st century media culture.
- ❑ Our mission is to help children and adults prepare for living and learning in a global media culture by dissemination of media literacy research and translation of theory into practical information, training and educational tools.



## New Literacies

- ❑ **Technology Literacy:** The ability to use new media such as the Internet to access and communicate information effectively.
- ❑ **Information Literacy:** The ability to gather, organize and evaluate information and to form valid opinions based on the results.
- ❑ **Media Creativity:** The growing capacity of citizens everywhere to produce and distribute content to audiences of all sizes.
- ❑ **Global Literacy:** Understanding the interdependence among people and nations and having the ability to interact and collaborate successfully across cultures.
- ❑ **Literacy with Responsibility:** The competence to consider the social consequences of media from the standpoint of safety, privacy and other issues.



## Expected Results

- ❑ **State-of-the-art analysis;**
- ❑ **Statement of Educational Philosophy and Guidelines for media literacy** published as ecml book;
- ❑ **ecml website;**
- ❑ **Database** linking to websites with articles on media literacy and related topics (Content Repository);
- ❑ **ecml Online Community;**
- ❑ **ecml Online Review (emlr - Newsletter);**
- ❑ Ensure that the vision and results of ecml become as widely known and understood as possible.



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## ECML website



The screenshot shows the ECML website homepage. At the top, there is a navigation menu with links: Home, Project description, Partners, Services, News & Events, Press centre, Consortium area, Contacts, Site map, and Search. Below the menu is a large image of a person holding a book. To the right of the image, there is a text block describing the project's goals and mission. At the bottom of the screenshot, the URL <http://www.ecml-eu.org> is displayed.

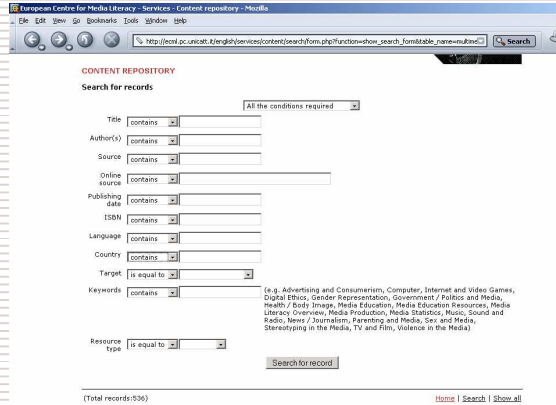


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Search by:

- Title
- Author
- Source
- Language
- Country
- Target Group
- Keywords
- etc.



European Centre for Media Literacy - Services - Content repository - Nicollia

http://ecml.ec.europa.eu/.../services/content/search/form.php?function=show\_search\_form&table\_name=multib...

**CONTENT REPOSITORY**

Search for records All the conditions required

Title contains

Author(s) contains

Source contains

Online source contains

Publishing date contains

ISBN contains

Language contains

Country contains

Target is equal to

Keywords contains

Resource type is equal to

(Total records: 936) [Home](#) | [Search](#) | [Show all](#)

E.g. Advertising and Consumerism, Computer, Internet and Video Games, Digital Ethics, Gender Representation, Government / Politics and Media, Health / Body Image, Media Education, Media Education Resources, Media Literacy Overview, Media Production, Media Statistics, Music, Sound and Audio, News / Journalism, Parenting and Media, Sex and Media, Stereotyping in the Media, TV and Film, Violence in the Media.



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**emlr**  
european media literacy  
on-line review

**ecml**  
european centre for media literacy

Issue 3, April 2005

**table of content**

- editorial
- news
- articles
- media literacy organisation of the month
- events calendar

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**editorial**

Dear readers,

with this edition we would like to bring the Austrian situation in media literacy in focus. Compared to the scene in Germany and other countries, the size is rather limited but for the international community some initiatives such as the **media literacy award (mla)** (see [www.mediamanual.at/mla.html](http://www.mediamanual.at/mla.html)) are of special interest as they are open to

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## Achieved Results

- ✓ **State-of-the-art analysis** (not published);
- ✓ **Statement of Educational Philosophy and Guidelines for media literacy** published as ecml book (available);
- ✓ **ecml Website** (still online but not maintained);
- ✓ **Database** linking to websites with articles on media literacy and related topics (Content Repository) – (see above);
- ✓ **ecml Online Community** (coop. with European Schoolnet, different national sub-sites, not moderated any more);
- ✓ **ecml Online Review** (emlr - Newsletter) – (7 issues sent to expanding mailing list);
- ✓ Several **Events** (international conference, national workshops) to ensure that the vision and results of ecml become as widely known and understood as possible.



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## Q&A Session

**THANK YOU FOR YOUR  
ATTENTION!**

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