



Media education in Poland from a regulatory authority perspective

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#obsprespl



Who in Poland is in charge of media education?

- **Public authorities (statutory duties);**
- **Academia;**
- **Civil Society;**
- **AVMS providers, statutory duties for PSB.**

Media education: what is mean for KRRiT?

- Lack of holistic definition;
- A wide and pragmatic approach (*media, information and digital education*);
- *Lifelong learning process*;
- Media education x 3: to use media, through the media, about media;
- *Every people in every age, focus on children, teenagers and seniors*;
- *Formal, informal and non-formal education*;
- *Results = competences (knowledge, skills, attitude).*

KRRiT's task in media education field

“ to promote media literacy (media education) and to cooperate with other state authorities, non-governmental organizations and other institutions in the area of media education ”

How do we do it?

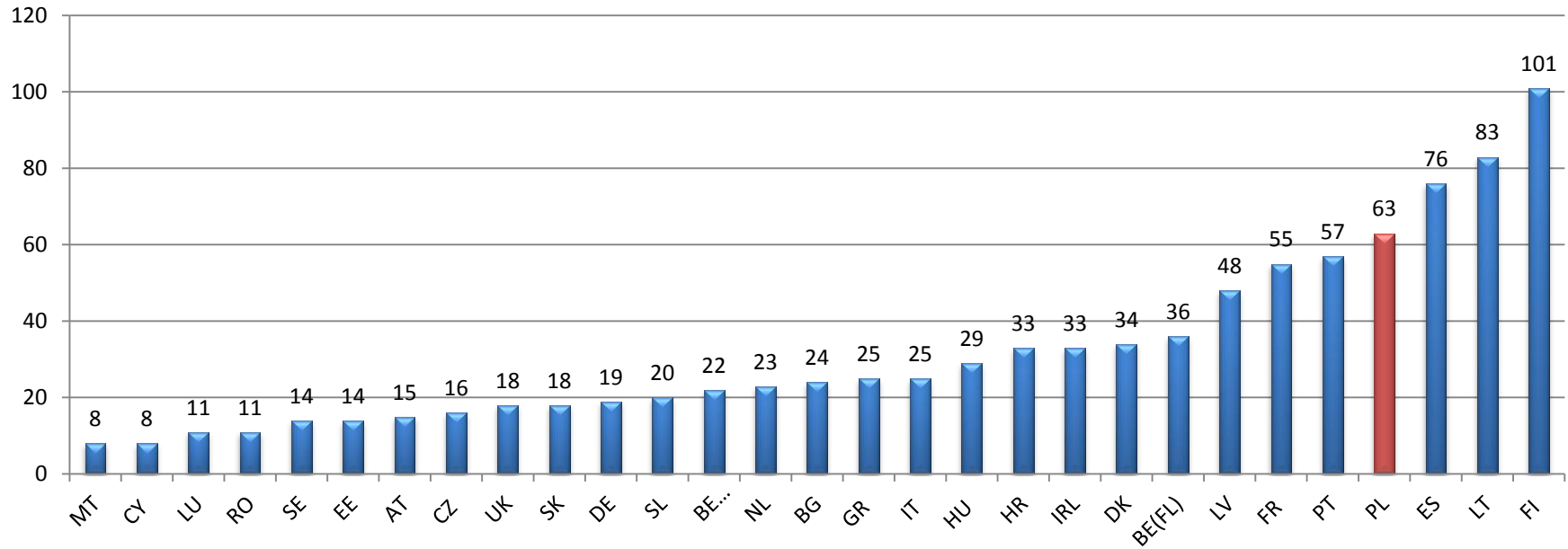
According to the current Regulatory Strategy

KRRiT is:

- „meeting point” of collecting and spreading information in the field of media education;
- supporter of valuable initiatives (patronage, organisation/co-organisation of conferences, seminars, publications);
- Author of Internet service on KRRiT’s website „[Drogowskaz Medialny](#)” (*Media Signpost*).

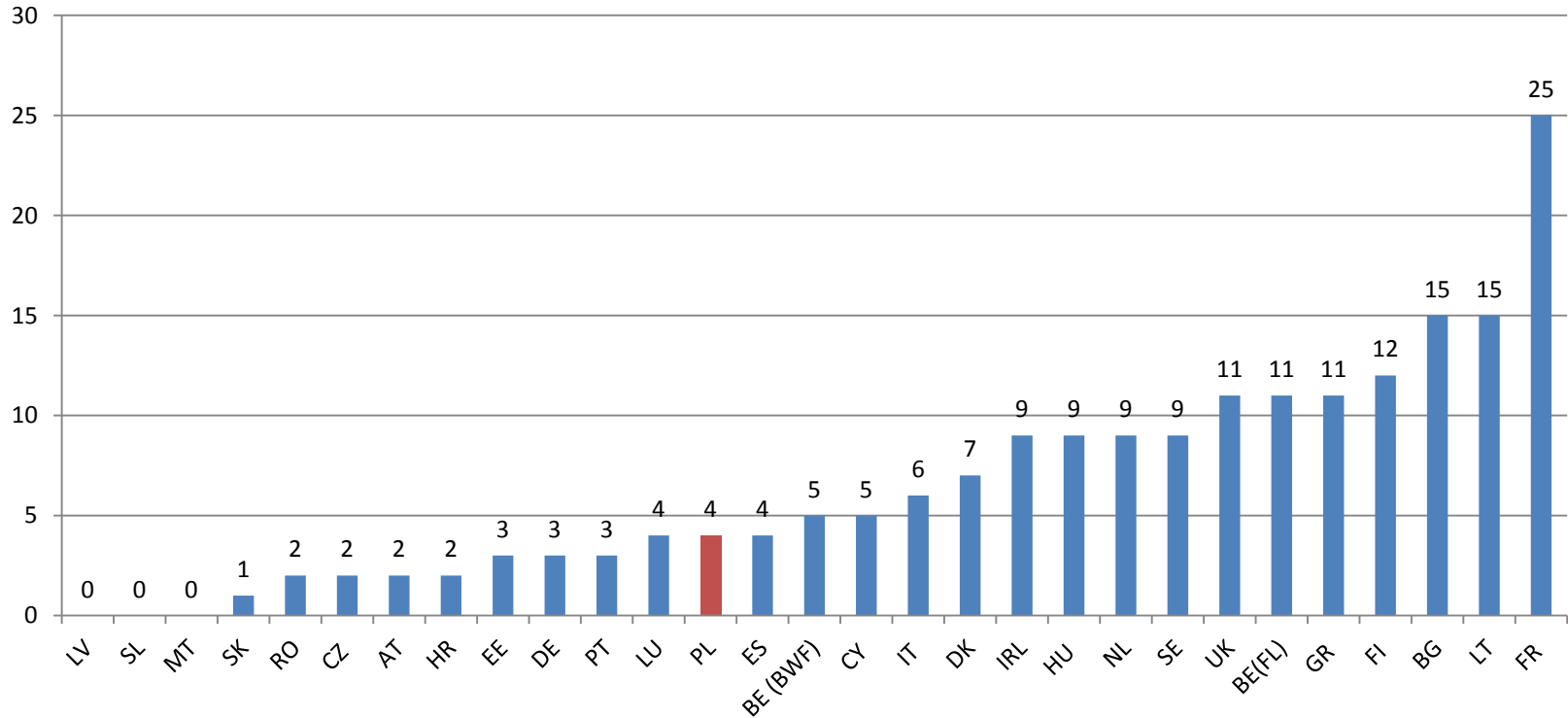
Mapping of media literacy practices in UE-28: where is Poland?

Number of main media literacy stakeholders identified in each country



Mapping of media literacy practices in UE-28: where is Poland?

Media literacy networks that stakeholders engage with



Mapping of media literacy practices in UE-28: where is Poland?

Between 20 „featured” projects in Poland, a short list of 5 case-studies are:

- **Ninateka;**
- **DBI (*Safer Internet Day*);**
- **edukacjamedialna.edu.pl;**
- **Międzynarodowy Festiwal Filmów Młodego Widza Ale Kino!;**
- **Dziecko w sieci (*Child in the Web*).**

NRA perspective vs UE perspective

- **Current AVMSD: recital 47 and Art.33;**
- **EC proposal (25.05.2016): without direct references to media literacy;**
- **EP proposal (*amendments to EC proposal*), 10.05.2017 – new text in recitals 8a, 8b, in Art. 6a.2a and Art. 33;**
- **Council proposal (*amendments to EC proposal*), 24.05.2017 - new text in Art. 12.1b, 28a.2 (fa) and 28a.6a.**

National RA perspective vs UE perspective

What is the future of media education in Europe in the light of new AVMSD provisions?



Thank you!

For any queries:

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