



**Wake Up! This is the final call for climate**

**18-24 November 2019**

**#GEW19**

**JOIN Global Education Week 2019 and organise Media Literacy activities**

*Social media, news & traditional media are part of our everyday life!*

**Media Literacy and Global Education:**

*Development of critical thinking is integral part of Global Education. Learning more about this topic can support young people in acquiring media literacy competences - essential for becoming active citizens as well as responsible media and information users.*

**Who can organise Media Literacy (ML) activities/events?**

Anyone can organise events, no need to be a specialist, you just have to be interested in current topics related to media literacy!

The activities can take place in formal spaces (schools, institutions) or informal (youth clubs, community centres, authorised public squares/outdoor spaces etc.) and, of course, online.

Your creativity has no limits!

**For inspiration (but not to be limited at) we provide you with the following:**

**What ML topics you can choose?**

- Online identity & digital footprint
- Online privacy & online safety
- Cyberbullying
- New media vs. traditional media
- Hate speech vs. freedom of speech
- Human rights - online vs. offline. What is different, what stays the same?
- Fake news or how to spot bias, manipulation, misinformation, disinformation or mal-information
- Breaking stereotypes and bias transmitted by the media
- Avoiding sharing rumors and false information (engagement on social media)
- Ethical principles in media and in online communication
- Digital citizenship vs. global citizenship vs. national citizenship - what are the differences? How is the online world changing our understanding of citizenship?
- Critical thinking and Global Education: how media portrays our world and what can educators do to help students acquire ML skills.

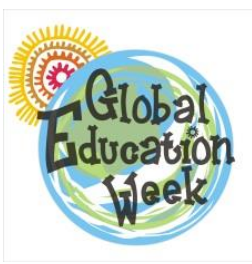


### What activities can you DO?

Activities can take place both offline (in face to face meetings, in various formats) but also online - don't hesitate to experiment with new formats, you are the expert in the room.

#### *If you are a teacher, educator or youth worker*

- Organise a **classroom, youth club or community center activity:**
  - **peer to peer debate** on any topic related to media literacy: online identity, online privacy, cyberbullying, disinformation/fake news, trustworthy news sources, hate speech etc. (example of formats: <http://www.teachhub.com/classroom-activities-how-hold-classroom-debate>; parliamentary debate format: <http://www.apdawebsite.org/old/guide/rules.html>)
  - **role play** or **Forum Theatre session** (<https://fondong.fdsc.ro/upload/Forum%20Theatre.pdf>)
  - **invite an influencer** (blogger, video-blogger/vlogger etc). Don't worry if you don't know who they are, just ask your students or community of young people about the local influencers they are following and try to invite one or more of them for a debate. They are current role models for the youngest generation, therefore, can be really useful to discuss with them about their job and current challenges created by the new media.
  - **invite parents** for an evening session and discuss openly about challenges they face in raising children and adolescents in a growing digital world.
- Organise a **movie screening** (in the youth club, classroom or in the schools' amphitheatre/ sports gym) **followed by a debate/debriefing.**
- Organise a **field trip to a newsroom** and discuss with media professionals (journalists, editors etc.) how news is created, what are the ethical implications, how traditional media is different than new media.
- Organise **competitions:** photovoice (<https://bit.ly/2y148YC>; <https://bit.ly/2E8zHVU>); short film making; posters; drawings (including asphalt drawings for younger children).
- Organise an **online activity:**
  - **poll/ questionnaire** and share the results at the end (they can be used as an incentive for a face to face debate as well)
  - an **online debate** on the Facebook page/group, Whatsapp group or other social media platforms (Closed Facebook or Whatsapp groups are preferred - where such groups exist)
  - an **online competition** - stimulating the creation of memes (<https://www.wix.com/blog/2017/07/what-are-memes/>, <https://www.wired.com/story/guide-memes/>) or gifs (<https://edu.gcfglobal.org/en/internet-tips/what-is-an-animated-gif/1/>). In case you consider you don't have the expertise to explain such tools, this can be seen as an opportunity of peer learning or empowerment of younger generations. So don't be afraid to invite a young person to take leadership for this competition - your role can be that of suggesting topics.
  - an **online webinar** where you can explain preferred ML related topics. The video that will result can be used in other occasions as well. This implies to have access to some minimum technological equipment (computer & software).



### *If you are a NGO representative or non-affiliated activist*

- Organise a **multi-stakeholder event** - bring together decision makers (from local, regional or national level), specialists working with young people (teachers, educators, youth workers), media representatives (traditional/and or new), young people - and debate about existing policies or the need for new policies related to: media literacy education as part of the formal curriculum, freedom of the internet, safety of children and young people online, existing mechanisms to report online abuses etc.
- Engage in a **raising awareness or monitoring campaign** for the entire GEW - related to a ML topic of your choice. You can publish results at the end and we can support you with disseminating results.
- Organise a **debate on a report or study that you have already published** (related to ML topics) - refreshing others' memories about your work is always useful and increases the impact of your work, since it will be connected with a global movement.
- Organise a **training activity for youth specialists and other activists working in NGOs** - either provided by colleagues/ staff members or in partnership with other external experts/organisations/companies - supporting them to better understand the online world, its opportunities and challenges, including through sessions of how to be more present online (promoting their activities, outreach to young people etc).
- Promote **digital youth work** - both as a policy (among specialists & decision makers) and as a practice (among specialists and possibly young people)
- Organise **events to empower young people** - workshops or training session through which you can aim to develop their critical thinking, provide them with concrete tools and even support them in becoming multipliers for their peers.

### *If you are a librarian*

- **Promote/showcase books, news-magazines and other materials** related to ML with the visitors in the library or the membership/staff
- Organise **workshops or reading clubs for children and young people** - using age appropriate materials and debate on current issues, such as role of media, online presence & privacy, cyberbullying, intercultural dialogue etc.
- Create **partnerships with media outlets or young influencers** and raise awareness on the importance of finding credible sources of information
- Organise public meetings with **parents, teachers or other experts** and debate current challenges of media and online environments.



### ***If you are a Media specialist/representative***

(traditional: written press, radio, TV or new media: blogger, vlogger, youtuber, influencer etc.)

- Provide **media coverage** on Media Literacy
  - produce special editions/supplements/radio/TV/video spots related to ML, impact of new media etc.
- **Promote activities** you have heard of during GEW19 or that you can find here: <https://www.coe.int/en/web/north-south-centre/the-global-education-week>
- **Invite young people, school students or children to your newsroom** and explain how it works and why it is important for you to have this job.
- If you are an influencer, youtuber or vlogger, you can create a special edition/podcast with guests/experts in ML/teachers/NGOs or young people and **debate current challenges**.
- **Organise an online Q&A session** (live video or comments on social media).

### **Suggestions of Key ingredients for how to organise a ML event/action**

- The format of your event is up to you, but we do recommend that you include some **dynamic, practical or hands-on activities**, where participants are stimulated to get engaged. The more they'll have an active role, the more they'll learn!
- You can use whatever **tools and resources** you like, as long as they are free and accessible to everyone. You can also have a look at our list of resources (at the end of this document).
- A **friendly and open atmosphere** will break the ice and motivate learning. You can mix different formal and non-formal methods, regardless if the activity happens in schools or in other informal settings.
- **Snacks and drinks**. If your event is a couple of hours your participants will need a break. If you can't provide snacks and drinks, you can try suggest participants to bring and share with each other – they might surprise you.
- **Talk about your event!** Talk about your event **on social media**. Use #GEW19 or #GlobalEducationWeek, tag the Facebook page – [Global Education Networkers](#) & Twitter account [@NSCentre](#), so we can easily support you and promote your actions.
- Talk to your friends, the local press, make a **press release!** Don't forget to [add your event on our map!](#)



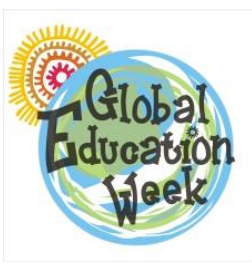
## What materials and resources you can use?

### Media Literacy related

- Council of Europe tools
  - Internet Governance: <https://www.coe.int/en/web/freedom-expression/internet>
    - Internet Literacy Handbook (for children and young people): <https://rm.coe.int/internet-literacy-handbook/1680766c85>
    - Guide to Human Rights for Internet users: <https://bit.ly/2xB9trN>
  - Digital Citizenship & Digital Citizenship Education: <https://bit.ly/2mZret5>
  - No Hate Speech Campaign: <https://www.coe.int/en/web/no-hate-campaign>
  - Smart Youth Work (Coyote Magazine, no. 26): <https://pjp-eu.coe.int/en/web/coyote-magazine/issue-26>
  - Various publications on media, journalism, freedom of speech etc.: <https://www.coe.int/en/web/freedom-expression/publications>
- European Union tools:
  - Better Internet for kids: <https://www.betterinternetforkids.eu/>
  - Safer Internet day: <https://www.saferinternetday.org/>
  - Report on Fake news and Online Disinformation: <https://bit.ly/2p4qjZr>
  - Developing Digital Youth Work: <https://bit.ly/2FYUQ0B>
- Other sources:
  - Center for Media Literacy: <http://www.medialit.org/>
  - UNESCO: <https://en.unesco.org/themes/media-and-information-literacy>
  - UNESCO: Journalism, 'Fake News' and Disinformation: A Handbook for Journalism Education and Training <https://en.unesco.org/node/296002>
  - Eurodesk Social Media Guidebook: Tips and tricks for online youth work <https://bit.ly/2Onz0f8>
  - Media Literacy Index <https://bit.ly/2RzpbJis>
- Useful activities, included in Compass: Manual for Human Right Education with Young People (CoE)
  - Front Page: <https://www.coe.int/en/web/compass/front-page>
  - My life is not show: <https://www.coe.int/en/web/compass/my-life-is-not-a-show->

### GEW related:

- Global Education Week webpage: <https://www.coe.int/en/web/north-south-centre/the-global-education-week>
- Global Education Guidelines: <https://www.coe.int/en/web/north-south-centre/global-education-resources>
- [Logo and other visual materials](#)



**United Nations SDGs:**

- <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

**Share your creative actions and be part of a global movement**

*Link to North-South Centre web page-registration form for GEW19 events/actions.*

**For questions, do not hesitate to reach us at [miguel.silva@coe.int](mailto:miguel.silva@coe.int)**

**The Global Education Week is part of the Joint Programme between the European Union and the Council of Europe, iLegend | Intercultural Learning Exchange through Global Education, Networking and Dialogue**

For the period 2016-2019, the European Union is partnering with the Council of Europe, through its North-South Centre, to include Global Development Education in formal education in the Balkans, Baltic, South East Europe and Mediterranean and Visegrad regions. Activities of the Global Education Programme are co-funded by the Civil Society and Local Authorities Programme of the European Union and the Council of Europe.

