

United Nations aiming at Media Literacy Education

Apuesta de la ONU por una educación y alfabetización mediáticas

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Editor

International organizations involvement is essential to promote global policies and rise awareness among governments and citizens. There is a growing need for a critical, active and plural education towards the media regardless of age, ethnic, sex, religion or origin. From Siberia to the Patagonia, from Lapland to the Horn of Africa, media content is consumed all over the world. As Antoine Vallet stated decades ago, the air we breath is composed by oxygen, nitrogen and why not, also adverts and media messages. Internet, computers, films, videogames, TV, tablets and smartphones. The media content divide our knowledge into direct vital experiences and indirect media experiences, which become also vital indeed.



The department for «Media Literacy» in the Alliance of Civilizations (UN) set up a website (www.aoc-medialiteracy.org) where resources and open sources are available for citizens of the world in English, Arabic and Spanish. There is also available a database in more than 60 languages of the five continents.

This participative website is aimed at sharing resources among people interested in media education. It is divided in many sections. Among them: «Education and media literacy» (sharing information, links, resources, organizations and events with key words), «Media education policy» (information on media education, links to organizations, resources and useful events for policy makers, teachers, researchers and students). Another interesting section is «Youth media» and especially «Plural+», which refers to a video festival organized by the AoC dealing with migration, diversity and identity issues, using material produced by young people and shared by them, creating important cultural and generational ties.

The «Magazine» section includes news and reports on the main topics (media literacy, media education policy, youth media...). There is also a forum available to share ideas.

The Alliance of Civilizations has undoubtedly stimulated the implication of the UN on this topic, as other organizations did in other fields (European Parliament, European Commission, UNESCO). As a result of this cooperative work, there appeared in 2009 a document called «Mapping Media Education in the World», with the special co-edition of Grupo Comunicar (English version: www.unaoc.org/images//mapping_media_education_book_final_version.pdf). This collaboration is still present today, and we are working on a new media curriculum for teachers: «New Curriculum for Teachers on Media and Information



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Literacy» (<http://unesdoc.unesco.org/images/0019/001929/192971e.pdf>), translated into French, English, Spanish, Arabic and Indonesian. This will be the main topic of the next monographic issue of *Comunicar*, with the contribution for experts of the five continents.

This project is supported from organizations of the five continents. In Europe: United Kingdom (Centre for the Study of Children, Youth and Media of the University of London), Sweden (World Summit on Media for Children and Youth, Nordicom, The International Clearinghouse on Children, Youth & Media, Göteborg University), Austria (Salzburg Academy on Media & Global Change), Greece (Hellenic Audiovisual Institute), Portugal (University of Algarve; Lisbon Internet and Networks Institute), Finland (Finnish Society on Media Education), Serbia (Media Education Center), Malta (University of Malta), Russia: Taganrog State Pedagogical Institute; Russian Association for Film & Media Education), Spain: Grupo Comunicar, Observatorio Europeo de la Televisión Infantil; Interactive Media Lab de la Universidad de Barcelona; Gabinete de Comunicación y Educación de la Universidad Autónoma de Barcelona; Asociación Universitaria Carlos III, Consell de l'Audiovisual de Catalunya. In America: USA (The National Telemedia Council, Media Education Lab of Temple University; University of Texas; International Center for Media & the Public Agenda, University of Maryland), Chile (Consejo Nacional de Televisión), Canada (Youth Media & Communication Initiative; Media Education Project). Africa: Egypt (Mentor International Media Education Association de la Universidad de El Cairo), South Africa (University of Cape Town). Oceania: New Zealand (National Association of Media Educators); Asia: China: University of Hong Kong; Middle

East: Israel (Oranim Academic College for Education), Turkey (School of Communications, Istanbul Bilgi University), Palestine (Institute of Modern Media, Al-Quds University). And there are also other international organizations working in Europe, such as the EAVI (European Association for Viewers Interests) and UNESCO (Information & Media Literacy).

