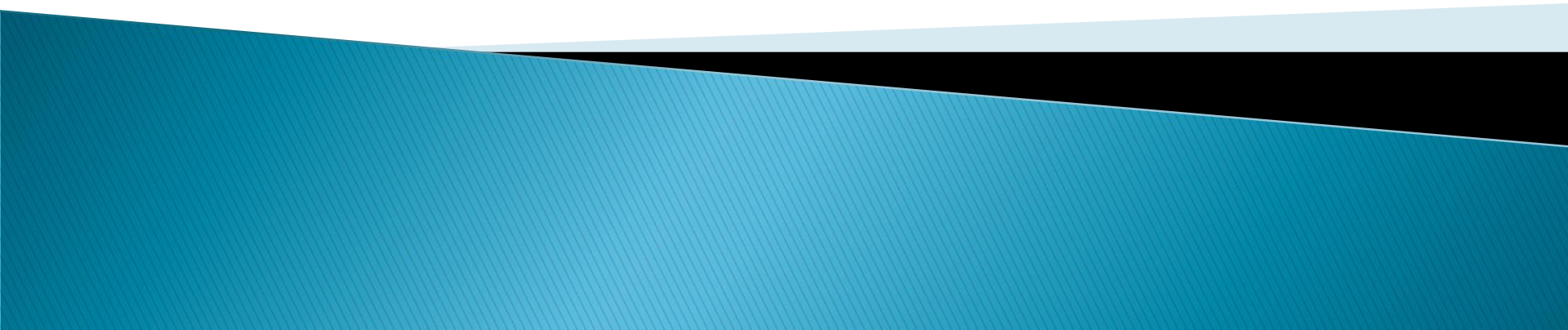


Media Education for Children in Cyprus: *An Empirical Case-Study*

June, 6th 2014 – Department of Communication Sciences, University of Zagreb



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Presentation overview

#1

- The Cyprus Radio Television Authority (CRTA) – Its role and its mission

#2

- CRTA's engagement to media literacy

#3

- CRTA – Policies and activities to promote media literacy

#4

- Comments, feedback , Q &A session

- ❖ Cyprus Radio Television Authority (CRTA)
- ✓ Independent Regulatory Body in the sphere of broadcasting
- ✓ Responsible for effective regulation and constructive control of private and partially public broadcasting
- ✓ Seeking to safeguard the public interest by protecting the fundamental human rights and democratic principles
 - protecting freedom of expression
 - safeguarding free and pluralistic information
 - ensuring transparency in ownership

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- Why is CRTA interested in improving media literacy levels?
- Why does it take measures to promote media literacy?



European Directives and the obligation of member states to harmonize their national legislations




integration into Cyprus audiovisual regulation of a provision referring to *media literacy*

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Media literacy in Cyprus audiovisual regulation:

“the ability to access, understand and critically evaluate the various aspects of media and their content and the ability of expression in different forms of communication, especially through new technologies”

Activities undertaken by the Authority

- ✓ Information campaign  production of short advertisement films intended to be broadcast
- Why did the Authority proceed to the production of these films?



Raise
awareness



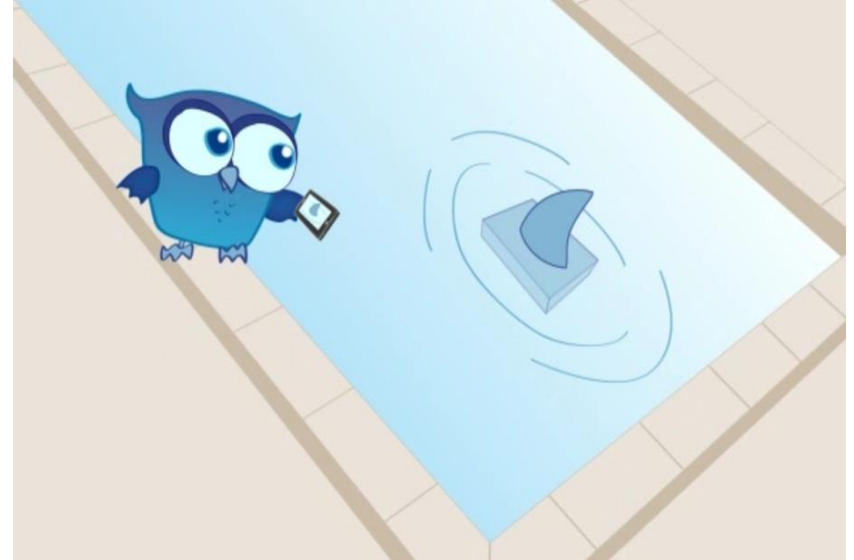
Inform
the
public



Think on
and about
media
content

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Media literacy spot



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✓ Media literacy workshops  applicable to all educational levels

Kindergarten to Level 3 of primary school

Level 4 to Level 6 of primary school

High School (Level 1 to Level 3)

Lyceum (Level 1 to Level 3)

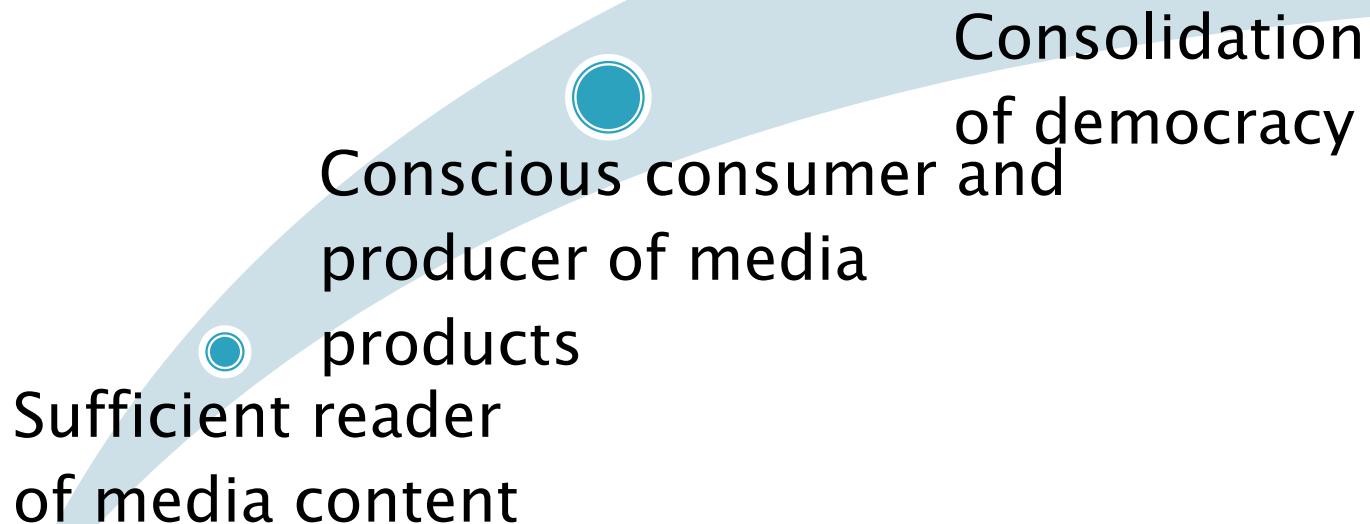
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- ❖ Class A: Kindergarten to Level 3 of Primary School – Food advertisement
- Aims / objectives:
 - ✓ Mention the product that is advertised
 - ✓ Mention the goals of particular advertisements
 - ✓ Identify the target group of the advertisement
 - ✓ Use the appropriate vocabulary as regards to advertising

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- ❖ Interactive method
- ❖ Ask questions and guide students in finding the answers
- ❖ Provide worksheets
- ❖ Work in groups and all the class together
- ❖ Students describe the content of the advertisements
- ❖ Identify the market strategy
- ❖ Creative activity

Concluding Remarks



Sufficient reader
of media content

Conscious consumer and
producer of media
products

Consolidation
of democracy

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QUESTIONS & COMMENTS



THANK YOU FOR YOUR ATTENTION

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