

Combating misinformation through media literacy

The role of society and the state



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The legal framework

Article 26 – **Principles governing broadcasts**

- (1) The broadcasts of each licensed television or radio broadcaster shall be governed by the principles of —
- (a) *objectivity, completeness and timeliness* of information.
 - (c) *plurality* and the greatest possible access of the public and its bodies;
- (2) The news bulletins and the current affairs programmes shall be characterized by *objectivity* and *plurality*, especially regarding *political issues* as well as other social issues that are of concern to public opinion.

Article 45 – **Equal treatment of political parties and others**

- (1) Licensed television or radio broadcasters *shall treat equally and without discrimination, especially during a pre-election period*, the legislative and executive powers, the political parties, the Presidential candidates, the Members of the House of Representatives, the Members of the European Parliament, trade unions and social organisations, municipal and community authorities and citizens in general, without however prejudicing the journalist's right to evaluate events and situations according to their newsworthiness and significance.

The legal framework

Article 46 – **Broadcasting of polls**

(2) A company conducting a poll the results of which are published during a pre-election period shall, prior to its publication, submit to the Authority the identity of the survey, a memorandum on the methodology and sampling used for the poll, a detailed statement of the sample of the population used therein as well as a sample of the poll's questionnaire.

Provided that all the aforementioned information of the poll submitted to the Authority shall be protected as absolutely confidential information and shall be under the safe keeping of the Chairman of the Authority. No other person shall have access to this information unless a special investigation is decided.

Regulation 5(1) (Regulations of 2006) – **Equal treatment**

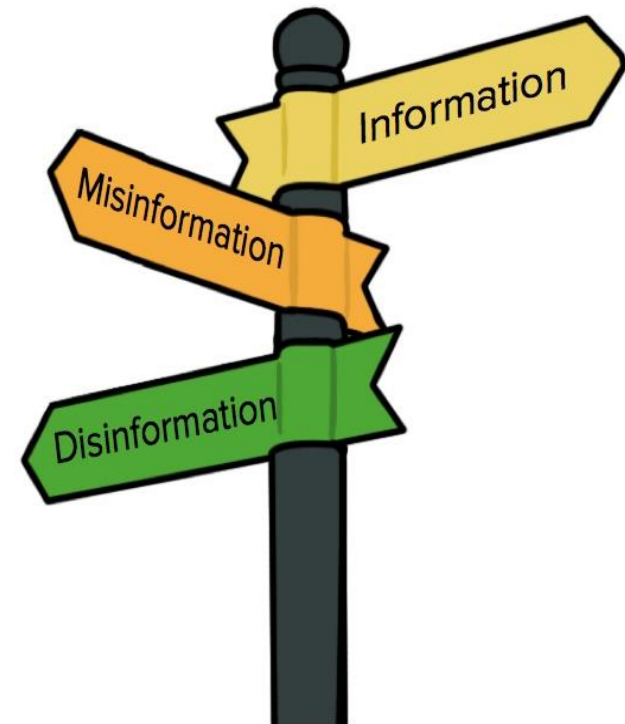
(1) The broadcaster must ensure that the invitation for participation and the access to its programs are made *without violating the principle of proportional equality* of Rule 4 of these Regulations and, in particular, without the exclusion of political parties or of candidates or of their representatives, either from the entirety of its programs or from certain programs and should primarily aim to inform citizens about the activities of the political parties or of the candidates.

The legal framework

Article 34D – **Political advertisements**

- (1) ... the broadcasting of a political advertisement by the television or radio broadcasters during a pre-election period ... shall be allowed, provided the following conditions are met:
- (a) Before the broadcasting of a political advertisement, an optical and acoustic warning shall be used in order to clearly distinguish it from the remaining programmes and other advertisements, as a paid political advertisement;
 - (b), (c) in the case of presidential and parliamentary elections, the broadcasting of a political advertisement shall only be allowed in favour of the candidates and the candidate in favour of whom the political advertisement is broadcast shall be clearly defined;
 - (d) political advertisement shall not constitute a negative advertisement ...

Our goals



How?



Media Literacy Workshops – Workshop 1

The fundamental features of advertising and the marketing strategies: target audience, heroes, music, colours, verbal element



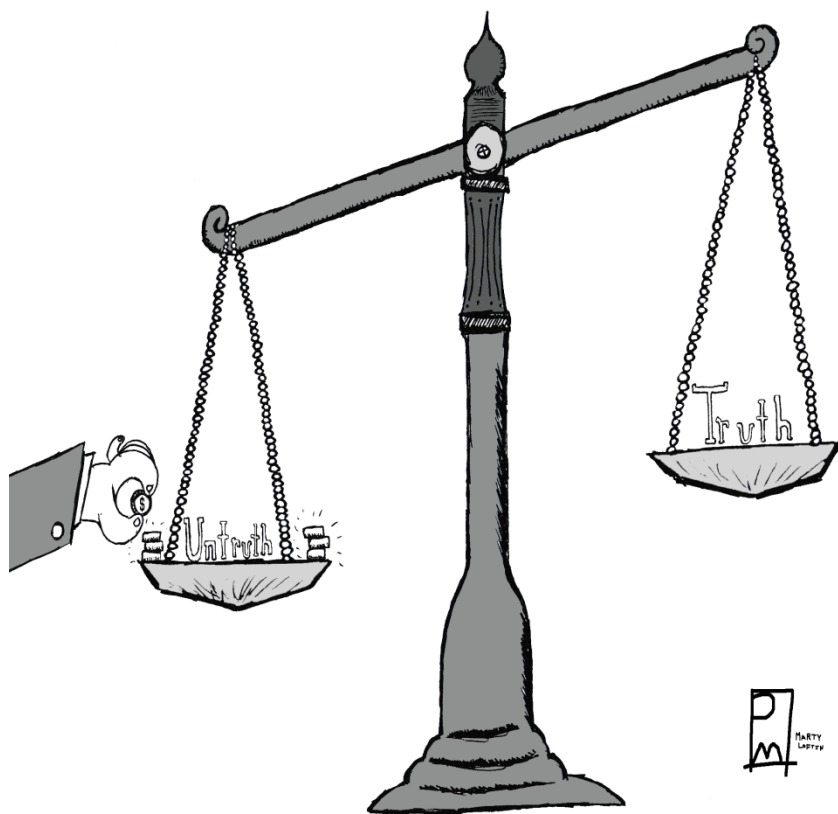
Media Literacy Workshops – Workshop 2

The construction of public opinion through media content – the advertisements included



Media Literacy Workshops – Workshop 3

What principles define good journalism?



Media Literacy Workshops

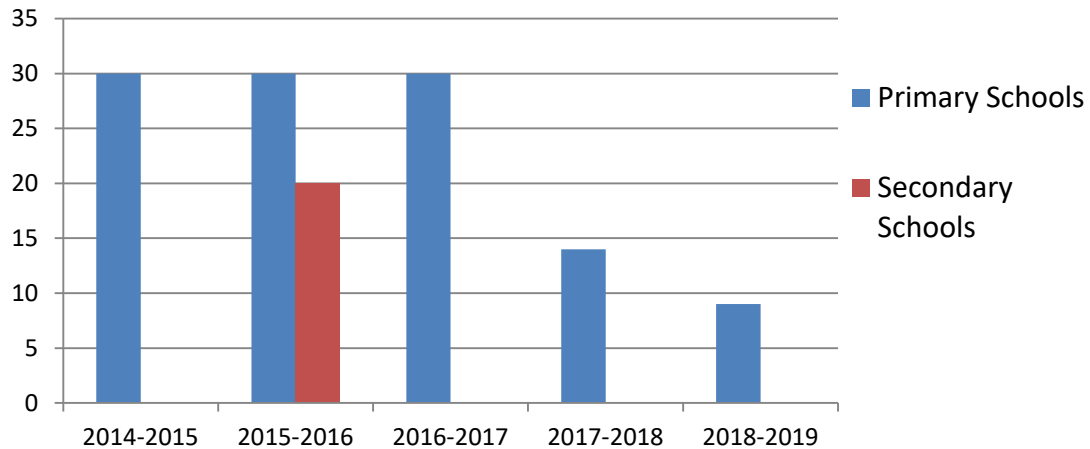


Chart 1: Number of educational establishments in which media literacy workshops were offered

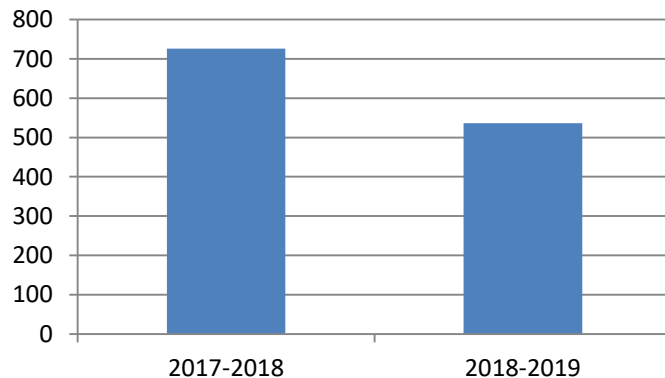


Chart 2: Number of students who attended media literacy workshops

- European Media Literacy Week



- The Bad News Game



Raising awareness campaign

Is my movie scaring enough?



Raise
awareness



Inform the
public



Think on
and about
media
content

Thank you

Cyprus Radio Television Authority *is looking forward to serving
the public* and its interests

Write us at crtauthority@crt.a.org.cy

