

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

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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



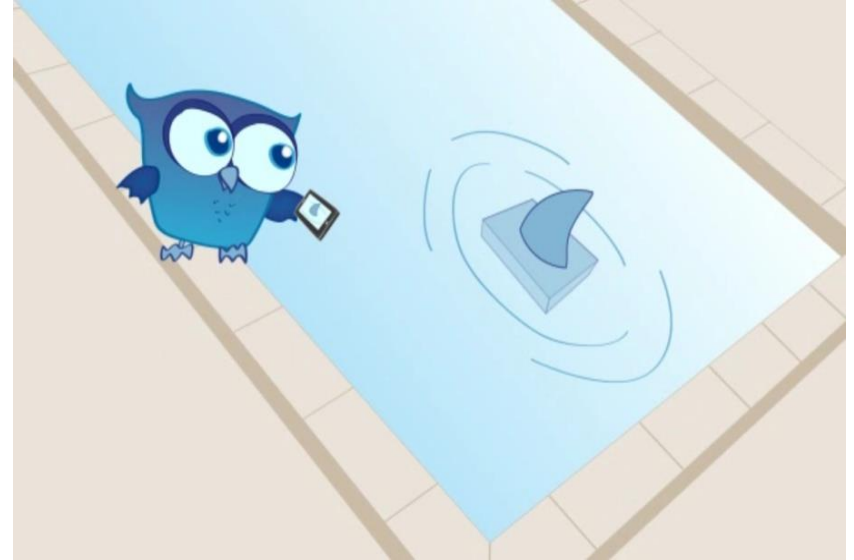
Inform  
the  
public



Think on  
and about  
media  
content

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## *Media literacy spot*



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

✓ 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)



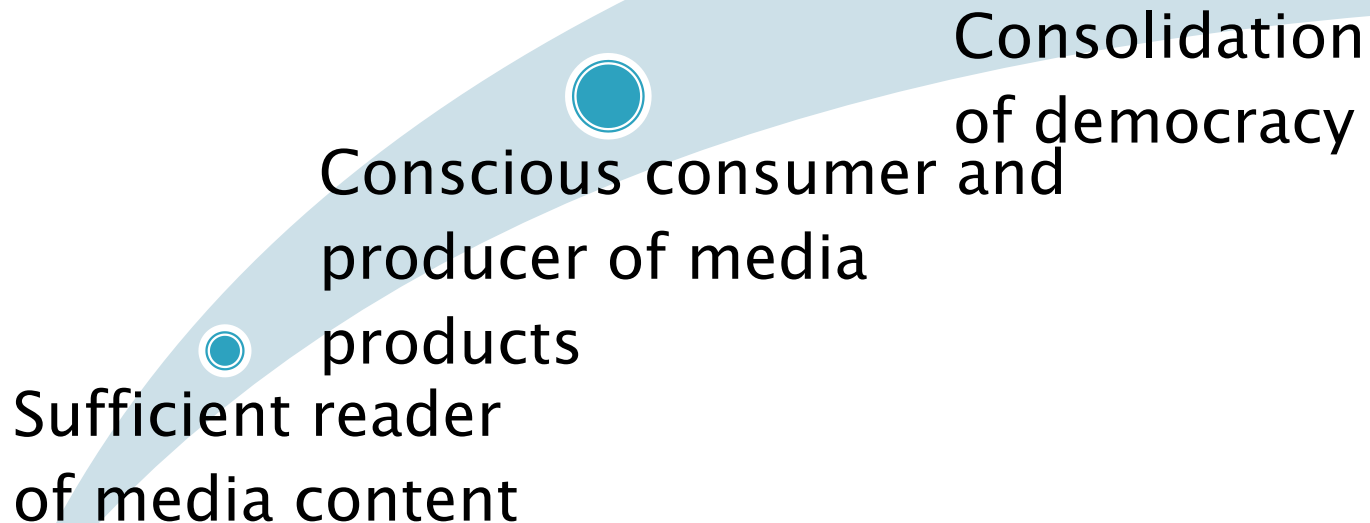
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- ❖ Class A: Kindergarten to Level 3 of Primary School – Food advertisement
- Aims / objectives:
  - ✓ Mention the product that is advertised
  - ✓ Mention the goals of particular advertisements
  - ✓ Identify the target group of the advertisement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