

mentor

Association



UAB



Priorities of Seville Seminar 15-16 February 2002

Africa

Areas	Actions	Partners	Events	Strategy
Research	<p>Conceptualization of experiences and research findings</p> <p>Media Education as an instrument to support democratization processes</p>	<p>UNeducation Signes, Brussels</p> <p>Churches & Congregations , NGOs...</p>		<p>Develop differentiated methodologies for Western, Southern and Eastern Africa</p>

Training	<p>Promote distance learning</p> <p>Disseminate existing publications ,</p> <p>Develop teachers/ students guides : the 'Pilot collection'</p> <p>Use media education training to sensitise populations on cultural diversity</p>	<p>IUCN</p> <p>Centre d'Education aux Medias 'Medi@ction'</p>	<p>Follow-up Dakar UNESCO Conference on Education</p>	<p>Apply a variety of (multimedia) supports</p>
Media	<p>Provide guidelines on media education curricula</p> <p>Make funds available for formal and non formal Media Education campaigns</p> <p>Promote youth production</p> <p>Develop UNESCO Script-writing awards</p>	<p>Production Centre for Youth Programmes, Yaoundé</p> <p>CBFA, Johannesburg</p>		<p>Create and disseminate a professional journal</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Networking</p>	<p>Create a Web-site or CD-Rom with a list of professional resources</p> <p>Establish a co-operative platform for colleagues in the region</p> <p>Support the production and exchange of contents for popular media</p>	<p>URTNA</p>		<p>Of the highest priority: Assist the establishment of a sustained African Dialogue for South-South co-operation on Media Education</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Public Sector</p>	<p>Promote multilingualism through PBS</p> <p>Support normative approaches</p> <p>Assist endogenous TV productions following educational priorities</p>	<p>Association of listeners and Viewers</p> <p>National Consumer associations</p>		<p>Use media supported by local communities (including religious congregations)</p>



Latin America

Areas	Actions	Partners	Events	Strategy
Research	<p>Promote the concept of <i>Education for Democracy</i></p> <p>Develop strategies aiming at the industry (media sectors)</p> <p>Develop theory for improvement of research projects</p> <p>Develop evaluation procedures</p> <p>Select and highlight best practices</p>	<p>IAMCR, Paris</p> <p>Secondary level Teachers Unions</p> <p>University of Gotenborg</p>	<p>Fórum de investigadore sBuenos Aires, 2004</p> <p>World Summit on Youth and Media Brasilia, 2004</p>	<p>Priority : compilation and diffusion of existing research</p>

Training	<p>Promote Education for Good Governance</p> <p>Use Media Literacy training for the preservation of cultural diversity</p> <p>Create a team of media educators in order to develop teachers curriculum, create courses, training evaluation and development of (UNESCO) appropriate certification</p>	<p>CLEMI, Paris</p> <p>EDucable</p> <p>ILSE</p> <p>E-Clase, Buenos Aires</p>		<p>Priority : political participation through Media Education</p> <p>By developing strategies to avoid teachers fatigue and parental overload</p>
Media	<p>Promote and disseminate information on legal (UNESCO) instruments like the Florence Treaty and the Nairobi Protocol</p> <p>Encourage researchers to work with public (and commercial) producers</p>	<p>TV Cultura de Brasil, Rio de Janeiro</p> <p>ASITRA, Seville</p> <p>Imagen satelital, Buenos Aires</p>		

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Networking</p>	<p>Establish a Web-site supported by a large data-base on regional resources available to professionals</p> <p>Provide mapping of practical experiences and curriculum</p> <p>Seek teachers association support</p>		<p>Fórum de las Culturas, Barcelona 2004</p>	<p>Focus more on radio than television projects</p> <p>Seek support from local authorities (like city halls, municipal councils,...)</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Public Sector</p>	<p>Contribute to Media Education campaigning for the consolidation of the independent media</p>	<p>AITED</p>		

Asia/Pacific

Areas	Actions	Partners	Events	Strategy
Research	Use the Philippino experience on Media centre of excellence and assess the possibility to export the programme to other Asian countries	AMIC, Singapore Philippino Association of Media Educators, Manila		Avoid homogeneous approaches for the whole of Asia
	Disseminate existing research results	University of London		
	Coordinate longitudinal studies and surveys in different countries	Ritsumeikan University, Kyoto		
	Establish close cooperation with the UNESCO Clearinghouse	FCT(Forum for Citizens' TV & Media, Japan		

Training	<p>Publish guides and manuals for teachers, parents and students (The 'pilot' collection)</p> <p>Prioritize the actions towards the schools of (secondary level) teachers</p> <p>Provide mid-career training for journalists</p>	<p>AIBD, Kuala Lumpur</p> <p>CIC, Phnom Penh</p> <p>Chinese Academy of Social Sciences Beijing, University of London</p>	World Press Freedom Day, May 2002, Manila	Promote Media Education as part of lifelong education, with a special focus on the increasing globalization of the economy
Media	<p>Support Community and associative radios networks</p> <p>Publicize and advertize the concept of Media Education/Literacy for a large public</p>	Tambuli Radio, Manila		
Networking	<p>Provide a Network of resources through electronic media</p> <p>Seek alliances with the business community as media literacy is necessary for economic development</p>	Networks of Civil Education and Cultural Centres in South Asia		Share experiences among countries in Asia

Public Sector	Create UNESCO awards for specialized TV production			
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Europe

Areas	Actions	Partners	Events	Agenda
Research	<p>Increase research on the parental role in Media Education</p> <p>Compile and disseminate major research (mapping) on Media Education</p> <p>Promote feasibility studies on the role of distance and e-learning for Media Literacy</p> <p>Develop the concept of <i>'Producing for Education'</i></p>	<p>AITED, CLEMI, Paris</p> <p>IAMCR</p> <p>ECCR, Brussels</p> <p>Universities of London, Paris, Rome, Barcelone, Gotenborg, Stockholm</p>	<p>Forum of Researchers, Buenos Aires, 2004</p>	

Training	<p>Support the publication in different languages of guides for teachers, students and parents; the 'Pilot collection'</p> <p>Provide Summer courses for training teachers (secondary degree) and trainer-students as well as documentation centres specialists</p> <p>Gather and disseminate models for curriculum</p> <p>Organize contents and courses for long-distance education</p>	<p>FOJO, Kalmar University,</p> <p>CLEMI, Paris</p>		<p>Promote formal education and curriculum development in Europe</p> <p>Take the family environment into consideration while developing education programmes</p>
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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Media</p>	<p>Provide guidelines on media education</p> <p>Support efforts to give visibility to the concept of educating for the media in the regular press and RTV</p> <p>Develop e-learning on Media Education through a number of different supports (multimedia)</p> <p>Encourage provision of Media for youth, as a means of social participation</p> <p>Support normative efforts for getting media education in schools & universities,</p>	<p>EBU/UER, Genève</p> <p>Bertelsmann Foundation, Güterslom, Germany</p> <p>European Commission, DG Education and Youth, Brussels</p> <p>European Parliament Brussels (Literacy is a political priority)</p>		<p>Ensure media access and 'media consciousness' through European campaigning</p>
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Networking	<p>Strengthen the UNESCO International Clearinghouse in Goteborg with partners from the South; refocus its activities towards media and education, with the aim to document and to provide exchange of experiences ; facilitate networking via the website and other media.</p> <p>Support the Web-site portal serviced by the Clearinghouse in Goteborg for exchanging information, sharing resources and supporting distance Education.</p> <p>Support networks of Research Centres.</p> <p>Support the Federation of Training Centres</p> <p>Encourage self-regulating bodies in the Mass Media and monitoring mechanisms</p>	<p>University of Goteborg</p> <p>University of London</p> <p>CLEMI</p>	<p>Fórum de las Culturas 2004/ Barcelona</p>	
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Public Sector	Up-date guidelines for participation of the Public Sector in Media Education Create TV programmes and standards prototypes for youth media education	EBU/UER, Genève AITED, Paris Arte, Paris TV-5 Associations of Viewers and Listeners		
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