

1

Information and data

To search, analyse, compare and critically evaluate information in digital environments

2

Media creation and communication

To be able to create and critically view media texts (film, photo, video art, posters etc.)

To use different media tools, equipment and applications

To experiment with new technology and innovative media usage

3

Resistance and empowerment

To understand different risks associated with media use and develop appropriate strategies to stay safe

To know that different laws and rights apply to online content (e.g. copyright, personal rights)

To understand different business models of the media, including the role of advertising and user's tracking

To communicate in an ethical way and follow the rules of netiquette

To be able to protect privacy online

To be aware of youth protection laws

To participate in society through media

4

Understanding media usage of children and young people

To know how young people use media and what can affect their choice (e.g. age, gender, socio-cultural background)

To know where to look for information and resources on media literacy provided by practitioners or researchers

To be able to respond constructively to concerns of teachers/parents related to media

5

Training skills and development

To be able to design an educational activity (eg. a workshop, a festival) on a step-by-step basis

To update knowledge and develop skills in life long learning

