What is Media and Information Literacy about?

- **Media and Information Literacy** (MIL) is about **skills** ordinary people need to be able to understand and effectively use media and information sources.

- It mainly involves **critical media use** (e.g. is a news message fake or real?) as well as **creation** (e.g. how do I produce a balanced report?).

- MIL empowers people. It enables them to **access information and express their opinions**, two fundamental human rights.

- MIL is especially important in the digital space (social media, mobile applications), helping ordinary people to keep their **privacy** and **digital security**.

- There are other terms like news literacy or digital literacy. We use the term MIL because it combines all of these specific aspects in a **holistic approach**.
MIL challenges
What are our challenges?

- Problems like fake news, hate speech and filter bubbles call for strategies that ordinary people can use to overcome them.
- Censorship, extreme regulation and surveillance are further obstacles.
- There is no “one-size-fits-all” strategy. The MIL needs of the local population have to be addressed.
- A big challenge is scaling up. If only a handful of people are reached, it may not be worthwhile.
- In many countries, independent, critical thinking is not something that educational systems encourage.
Our approach
What’s our approach?

- DW Akademie has a **human rights based approach** to MIL, empowering ordinary people to use their rights to access to information and freedom of expression.

- MIL is regarded by DW Akademie as a combination of **five competencies** (see model on last card).

- Joint **creative experiences** for **young people** and **marginalized** segments of the population (often: women, rural population, ethnic minorities), helping them to join the public dialogue, are seen as a good (and fun) way for mastering all other competencies.

- DW Akademie acts as a **facilitator**, consultant, expert, moderator, trainer, co-learner and -player.

- Scaling up is done by putting MIL on national agendas and integrating it into **school curricula**, as well as by targeting youths outside the classroom in their (digital) **spaces**.
Our projects
What projects do we do?

• We’re currently MIL active in **12 countries world-wide** (see map on reverse): Cambodia, Georgia, Jordan, Lebanon, Moldova, Mongolia, Myanmar, Namibia, Palestinian Territories, Tunisia, Uganda, Ukraine.

• In Cambodia, the Palestinian Territories (PT) and Moldova we have managed to **integrate MIL into school curricula**, by top-down (lobbying) and bottom-up (successful projects) approaches.

• Young people have produced content and participated in **radio shows** (Namibia, Uganda, PT) and on **websites** (Georgia).

• In Lebanon, Tunisia and the PT, MIL is used as a means for **deradicalization of youths**.
Stories that impact
What’s our impact?

To show what impact we’ve had, let us tell you the story of Ahmad.

Ahmad visited a school in Hizma, a refugee camp on the outskirts of Ramallah in the Palestinian West Bank. The area he comes from is socially and economically disadvantaged, a breeding ground for radicalization, drug abuse and social conflict.

Coming into contact with MIL activities by DW Akademie partner Pyalara, starting in 2014, changed things for Ahmad. He regularly took part in morning radio shows, choosing, researching and presenting the students’ own topics.

Aged 14, Ahmad said taking part in the media group organized by Pyalara had boosted his confidence. He had championed various causes that benefitted the students, voicing their concerns via the morning radio show and the wall newspaper.

Today, Ahmad says, “the MIL project had a strong influence on my life.” The activities had given him a chance “to contribute to solutions” and to “break down barriers” between himself and his class teacher. At age 18, he is currently doing his baccalaureate at Hizma Boys High School.
What comes next?

• DW Akademie seeks to place MIL on the national agenda and the school curricula of every country we are engaged in.

• Together with strong partners, we want to engage and educate people in and beyond educational settings in a fun way, to help them communicate responsibly and safely.

• There are many connections between MIL and citizen journalism. We are very interested in how to combine both, to get more dialogue going in our focus countries.
Questions for our partners
Questions for our partners

• Which recent changes in your country do you think are relevant for MIL, especially if you think of young or marginalized people?

• What do you think are the main challenges in your country when it comes to how people use media and how they communicate in the digital sphere?

• What specific skills are needed by them?

• What possibilities do you see for improving MIL in your country/region?

• How can media development organizations support organizations in your country in furthering the MIL of ordinary people?
Get involved
Get further involved

• Have a look at our **practical guidebook for trainers:**
  [bit.ly/2FCybM5](http://bit.ly/2FCybM5)

• Read our **discussion paper on MIL:**
  [bit.ly/2tLRtc9](http://bit.ly/2tLRtc9)

• Read articles on our platform **#mediadev:**
  [bit.ly/1ouuoUz](http://bit.ly/1ouuoUz)

• Our **MIL contact:**
  Department of Strategy and Consulting Services, Team Research and Evaluation
Media and Information Literacy is viewed by DW Akademie as a set of five competencies that ordinary citizens need to put their rights to freedom of expression and access to information into practice. These include access, analysis, reflection, creation and action, with a strong focus on creating your own media.
DW Akademie

is Germany’s leading organization for media development and Deutsche Welle’s center of excellence for education and knowledge transfer. As a strategic partner of Germany’s Federal Ministry for Economic Cooperation and Development we strengthen the universal human rights of free expression, education, and access to information.