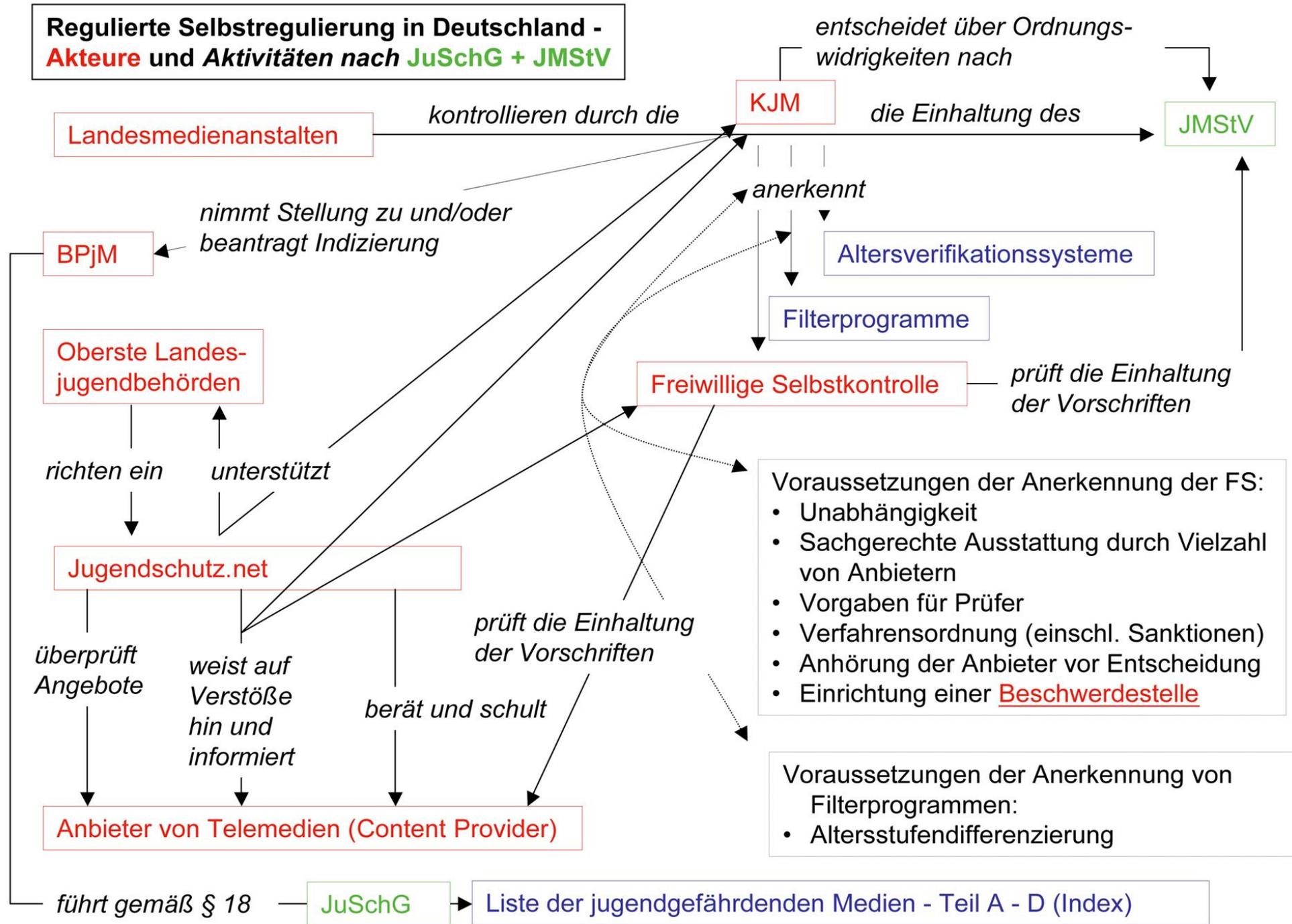


# Regulierte Selbstregulierung in Deutschland - Akteure und Aktivitäten nach JuSchG + JMStV



- **Child protection on the Internet** is regulated by
  - The Youth Protection Act (Jugendschutzgesetz) § § 11 – 18 and the
  - Interstate Agreement on Youth Protection in the Media (JMStV)
- **Media literacy** is part of the curricula of various subjects in school, but there is no general approach for all types of schools and there are differences in the educational system among the 16 states. In addition there is a broad variety of projects and strategies in non-formal educational institutions like youths clubs, etc.
- Media literacy is one of the tasks assigned to the **media authorities** of the states, thus there is funding and **co-operation**

## Internet regulation and child protection

- *Regulation* based on EU directives implementation (AVMS, E-commerce)
- *Huge debates at EU level* about the applicability of regulation and the scope of services and contents to be regulated
- Child protection legislations *efficiency* regarding worldwide based Internet reality (multiplicity of actors, territoriality of the internet actors,...)

## Media literacy in school and non formal education

- *A strong political* engagement to develop a coordinated policy
- *Higher board for media education* (authority established by *law*)
- A *lifelong during* approach (inside and outside school), but effective implementation has still to be *improved*

## Regulatory institutions and media literacy educators cooperation

- *separated* frameworks, but *cooperation* between regulation body (CSA) and Media Education authority
- “Better Internet for kids” national coordination *bridging* education and protection

# The Italian case

Gianna Cappello

University of Palermo, MED, Italian Association for media literacy

- 1) In which way does your country regulate the internet with reference to child protection?
  - Code for Internet and Children (2003)
  - White Paper on Media and Children (AGCOM 2012/2014)
  - Law Proposal against Cyberbullying (MISE 2014)
  - More connection between protection and empowerment
- 2) How does your country foster media literacy in school and/or non-formal education?
  - No specific programs
  - The risk of a “technological drift”
- 3) Do regulatory institutions cooperate with media literacy educators?
  - Not at national level but locally → Lombardia, Emilia Romagna (Zaffiria)

# ROMANIA

## 1. Internet regulation for child protection?

Criminal Provisions for serious and harmful instances like child pornography and violation of privacy; no specific law to regulate Internet for child protection.

## 2. Media literacy in school and/or non-formal education?

**Formal education:** focus on ICT and media-based learning; several learning objectives in the civic education and language curriculum (primary & secondary education); separate optional subject 'Competence into mass media' in high school; two or three initiatives to introduce Media Pedagogy at university level; no media studies or media education programs. No dedicated media education policy and as a result none that would address the issue of teacher training.

**Non-formal education:** more diversity in the media education initiatives but with limited reach; almost no collaboration/partnership among initiators (NGOs, film festival associations and training centers); **Types:** media education for civic participation and respect for human rights and diversity; film literacy; information literacy; ICT skills; safer internet.

Target groups & beneficiaries: teachers, school librarians, children, parents, teenagers, retired people or living in socially disadvantaged areas.

## 3. Do regulatory institutions cooperate with media literacy educators?

No, because (1) no media literacy educators are formally recognized & (2) the only regulatory institution with a certified role to promote media education - the National Audiovisual Council; no media education programs to involve educators.



# Media Literacy Map in Greece

## Media literacy as a major social catalyst

- a) School Education
- b) Policy agenda – public service actors
- c) Greek Regulatory Bodies
- d) Non typical education – lifelong learning
- e) Internet Regulation for Child Protection

Irenie Andriopoulou, Media Researcher / Analyst  
Greek Media Literacy Expert, TV Content Designer/Analyst PSB



# ML in School Education

## ➤ Media literacy is a major social catalyst

- *a new form of alphabetism, with advanced media and critical analysis skills*
- *transforms the way we mediate, react and communicate in the modern day society, making us informed citizens.*

## In the Greek Educational System / Compulsory Education

- Not fully integrated as an all-inclusive core course in the curriculum*
- As Cross Curricular subject, among others subjects (eg. citizenship, new media, health education, environmental, law studies)*
- As a separate film education optional subject in primary and secondary education within Flexible Zone (Audiovisual Expression)*
- As a protectionist approach through Safer Internet Strategy*
- Other media-based learning and digital literacy education activities driven by EDU TV, and “Digital School” Initiative.*
- Other projects: Serres TV School Network, Student’s Contest on Film Making Skills*
- Lifelong learning: INEDIVIM for adult learning, and e-parenting on media use*



# ML in policy making

- Abolition of the **Hellenic Audiovisual Institute** (IOM) in 2011, the public service actor and *think tank* on media literacy. It was merged with ERT SA, the former PSB.
- **Secretariat General of Mass Media**: facilitates and reinforces ml public discourse: a series of events and conferences during the Greek EU Presidency in 2014 on media literacy for minors: a citizen journalism b) media & people with disabilities c) media and local actors, fostering a public awareness campaign on media's presence and influence in times of crisis. Also: member of **UNESCO's Global Alliance for Partnerships on Media and Information Literacy**.
- **NERIT, the new public service broadcaster: 2014** → more systematic media literacy policy approach across all its media platforms. **ML is part of its 5 Year Strategic Plan**.
  - **dedicated educational program on ml and new technologies, all target-groups**
  - **free disposal of public content on the Internet – open access & educational use of the av archives (collaboration with EDU TV)**
  - **capacity building and digital skills for media professionals**
  - **ML public awareness through corporate social responsibility**



## ML & Greek Regulatory Bodies

- Greek National Council for Radio & Television (ESR) – no ml component
- The Greek Ombudsman – Children’s Ombudsman – protectionist approach
- BUT: On October 2014, the two bodies announced a joint commitment for the protection and promotion of children’s rights on screen

## ML in non-typical education, lifelong learning

- National Film Festivals (Naousa, Olympia Film Festival, AnimaSyros, Drama Film Festival, Thessalonik)
- KARPOS – Center of Education and Intercultural Communication on teacher training and student’s film making skills
- Foundation of the Hellenic World (IME) – ICT based digital skills, Future Library
- Media capacity training skills from museums, cultural institutions, libraries, archives

### CONCLUSION

The biggest challenge for media literacy is to develop **within a tripole system**:

- A) **Regulation** B) **Educational context / lifelong learning** C) **Developmental Policy**



# Internet Regulation for Child Protection

- **AMS Directive: two fold reference – EU regulation**
  - a) **Total ban of linear (av) services** *that might seriously impair minors...* (Art. 27, 1)
  - b) **partly banned on non-linear (on-demand) services** (Art. 12)
  - c) **Content that is likely to impair minors must .....** *be ensured, by selecting the time of the broadcast or by any technical measure (e.g. encryption), that minors in the area of transmission will not normally hear or see such broadcasts.* (Art. 27, 2)
  - d) In addition, protection of minors cannot work without **parental responsibility**.
  
- **Secretariat General for Mass Media:** *State regulation , Better Internet for Kids national contact point*
- **Safer Internet GR –** *Greek Awareness Centre by the EC, Self-regulation , co-regulation , consists of two axes: Greek Hotline Safeline and helpline YpoSRITIZO.*
- **WIND, VODAFONE, COSMOTE:** *self regulation , awareness raising, protection tools, corporate responsibility*