



Progetto cofinanziato dallo Stato Italiano e dalla Regione Campania, nell'ambito del POC Campania 2014-2020



COPEAM 31ST ANNUAL CONFERENCE

SUMMARY



OPENING CEREMONY

The 31st annual Conference of COPEAM, devoted to “***Next Gen and Media Literacy: fostering awareness and critical thinking among youth***”, took place in Naples (Italy) on 18 and 19 April 2024 under the patronage of the Campania Region and the Municipality of Naples.

The event, co-organized with RAI, brought together key representatives from public radios and televisions from Europe and the MENA Region, international institutions, local authorities and CSO’s, with the aim of learning more about Media Literacy, in an era when adequate critical skills are more and more necessary to navigate the global media landscape.

The opening ceremony saw the greetings of **Gabriele Fasano**, Vice-president of the Unione Industriali di Napoli, hosting the event, **Gaetano Manfredi**, Mayor of Naples, **Felice Casucci**, Councilor for Administrative Simplification and Tourism of the Campania Region, **Simona Martorelli**, Director of Rai International Relations and European Affairs Dpt., and **Claudio Cappon**, Secretary General of COPEAM.

PLENARY SESSION

NEXT GEN AND MEDIA LITERACY: FOSTERING AWARENESS AND CRITICAL THINKING AMONG YOUTH



Giuseppe Solinas, journalist at RAI and moderator of the main panel, opened the plenary session with a reflection on how people, and young generations in particular, need appropriate tools to face a world characterized by the proliferation of the sources information and unprecedented availability of knowledge. He then introduced the three invited panellists:

Sylvie Coudray, Director for Freedom of Expression, Media Development and Media and Information Literacy / UNESCO;

Jad Melki, Director of the Institute of Media Research and Training at the Lebanese American University and associate professor of Journalism and Media Studies (Lebanon);

Alessandro Soriani, member of the Council of Europe's Digital Citizenship Education Expert Group and Researcher at the University of Bologna (Italy).



Sylvie Coudray emphasized the role of fighting disinformation to preserve a healthy democratic structure, describing the work of UNESCO in this field.

The strategy of the organization in the promotion of Media and Information Literacy (MIL) reaches different levels:

- at Member State level, with the support to the formulation and implementation of national MIL strategies and policies and the draft of MIL Policy and Strategic Guidelines;
- at the level of the stakeholders in the field of education, with the aim of integrating MIL into school curricula;
- at the level of youth organizations, making it possible to reach a large number of young people, particularly in remote geographical areas.

As part of its mandate, UNESCO also manages to mobilize the main digital platforms in a global awareness-raising effort.

Recently, several campaigns have been carried out with Meta group or TikTok, raising the users' awareness on how to face disinformation and hate speech online.



Jad Melki, taking the floor in remote mode from Beirut, focused his speech on the importance of media education in the Middle East, in particular recalling that it is mainly through the media that extremist organizations recruit young people.

Media literacy takes on a particular role when seen through the eyes of the Arab world: “We are a region involved in a war – he said – so it is important to include topics such as media literacy on terrorism in our training programs”.

Thus, he highlighted media literacy related to terrorism, reminding the theme of recruitment that many terrorist organizations implement with online propaganda. “They are like predators who hunt the most vulnerable people in marginalized communities – he explained – and it is essential in this context to pass on to our children the tools for critical thinking to defend themselves from manipulation”.



Allowing new generations to interact critically with the world of information can help transform them into active and aware citizens of our societies. An important contribution in this direction can also come from videogames, as explained by **Alessandro Soriani**, researcher at the University of Bologna.

The “Videogame culture” refers to generating pedagogical reflection around videogames, thinking about them as a cultural tool able to foster many aspects, not only leisure but also cognition, learning and development of the person. It also means considering videogames as something worthy of study and of accurate and careful analysis of its characteristics, mechanics, and languages.

“It is possible to create specific videogames, through which youngsters immerse themselves, for example, in the reality of a refugee by sharing his life, his daily difficulties and his choices”. In this regard he showed the example of "Bury me, my love", a visual novel that offers an alternative narrative on migratory dynamics.

INSTITUTIONAL GUIDELINES: THE EXAMPLE OF THE EU AND OF THE COUNCIL OF EUROPE



The following session was focused on the media literacy institutional guidelines issued by the European Commission and the Council of Europe.

Giacomo Mazzone presented the European Commission's "Guidelines on tackling disinformation and promoting digital literacy through education and training".

The document provides hands-on guidance for teachers and educators of primary and secondary schools, including practical tips and activity. It aims to foster an understanding of how to enhance digital literacy and improve practical knowledge about disinformation, while offering advice on how to use digital technologies responsibly and to assess student competences concerning digital learning.



Alessandro Soriani represented in this session the Council of Europe Digital Citizenship Education group (DCE).

“Digital citizenship education” is a holistic approach that strives to develop the essential knowledge, values, attitudes and skills that all citizens require today in the digital environment.

Namely, these competencies are useful to exercise and defend their democratic rights and responsibilities, and to promote and protect human rights, democracy and the rule of law in cyberspace.

The DCE has developed a framework made of three digital domains - “being online”, “well-being online”, “online rights” - interconnected one another and designed to ensure that the online experience is sensitive to ease access and inclusion, ethical principles, and rights and responsibilities relating to the virtual world.

BEST PRACTICES FROM COPEAM NETWORK



In this framework, media literacy best practices from COPEAM network were shown:

RAI - Radiotelevisione Italiana

Alessandra Paradisi, Deputy Director of Research and Studies Department of RAI, presented two studies, developed in collaboration with the Italian Digital Media Observatory (IDMO), about the relationship between media literacy against fake news and digital media literacy's gaps and needs; she also showed 5 episodes of the TV programme “Invito alla lettura” (Invitation to reading) and 4 of “Digital World”, two examples of programmes useful for the acquisition of some foundational skills related to media education.

Radio France

MIL experience in the field of radio was highlighted by **Anne-Marie Amoros**, Director of France Bleu Hérault/Radio France, who spoke about an audio and media festival for children in Montpellier, this year at its 4th edition, called “A hauteur d’enfants” (At Height of Children). The objective is to dive into the world of children at their own level. During the festival, the children interview themselves, choose their topics and express themselves freely. A journalist from FBH goes to schools and provides pupils with the tools needed to make their voices heard, so that it is us the ones who put our ears at children’s level. The overall intention is to reverse adults’ relationship with children with an approach that makes them talk to us and makes us question ourselves vis-à-vis the world.



France Télévisions - France

Stéphane Dubun from France Télévisions talked about the TV programme “S.P.A.M” (Savoir, Penser, Analyser les Messages), produced by INA for FTV and devoted to Media Literacy, with the collaboration of the French Ministry of Education and Youth. In particular, he showed and commented two short videos excerpt from the programme: the first, “C'est vrai parce que je l'ai vu”, focusing on debunking fake news and deep fakes; the second, “Les réseaux sociaux c'est pas de l'info”, addressing social media and the threats posed by user-created contents.

Mr. Dubun also mentioned an important initiative carried out by France Televisions and involving youth: the EMI (Media and Information Education) Citizenship Tour of France, aimed at raising awareness among students about the fundamentals of the news and the fight against disinformation. In this framework, during “The Press and Media Week” in schools from 20 to 22 March 2024, students and teachers could interact with journalists from the national and regional editorial offices of France Télévisions in the city of Montpellier.

EBU- European Broadcasting Union

Antonio Arcidiacono, Director of Technology and Innovation at the European Broadcasting Union, presented the results of a study conducted by the EBU around media literacy and the impact on young generations, emphasizing the lack, for many Europeans, of necessary basic digital skills to fight the spreading of misinformation. He then highlighted the rise of news avoidance, the concerns about children’s online behaviour and the difficulties of recognizing AI generated content.

SHOWCASE OF COPEAM PRIZES' WINNERS



Paola Parri, Deputy-Secretary General of COPEAM, presented the COPEAM prizes' winners, showing some video abstracts of the winning works:

- **UNAOI/IOM Plural+ Festival - 2023 COPEAM Special Prize:** *Najiamini*, by Tai Tanzania (Tanzania).
- **Inter Rives 9 - "People & Markets" Prize:** Ex aequo to *A love story*, by Clara Rivas Abanades (RTVE/Spain) and *Friday gate*, by Abir Alhajri (Oman TV/Oman).
- **2023 Prix Italia-IFAD-COPEAM Special Prize on sustainability:** *Plastic connection*, by Teresa Paoli (RAI/Italy).
- **"A première Vue" Mediterranean Prize for Cinema Schools' films:**
 - *Tayot 24*, by Roua Salah (ESAC/Tunisia) – TV5Monde Grand Prize;
 - *Mom*, by Nadim Chidiac (ALBA/ Lebanon) – Rai Cinema Prize ;
 - *Rai Rayi*, by Walid Cheikh (LabDZ - French Institute/Algeria) FID/Mucem Youth Prize.
- **2023 ERN-Med Mediterranean News Exchange Prize** and the 2023: *ES Data bank*, by RTVE/Spain (delivered in person to Asún Gómez Bueno on behalf of RTVE).



JOINT MEETING OF COPEAM COMMISSIONS

The Presidents of COPEAM thematic Commissions, together with the team of the General Secretariat, illustrated the main projects and activities carried out by COPEAM during the last year in the field of Audiovisual Heritage, Cinema/Festival/Culture, Gender Equality & Diversity, News Exchange, Radio, Training and TV.





30TH ORDINARY GENERAL ASSEMBLY

The event ended with the 30th General Assembly of COPEAM members, including the elections for the partial renewal of the Steering Committee, with the following outcome:

COPEAM STEERING COMMITTEE 2024-2026

BNT - Bulgaria/Bulgaria ; EPTV - Algeria; HRT - Croatia; France Télévisions - France ; Jordan Media City - Jordan; MySAT - Lebanon; NMA - Egypt; PBC - Palestine; Radio France - France; Radio Romania - Romania/Roumanie; RAI - Italy/Italia; RTSH - Albania; RTVE - Spain; Télévision Tunisienne - Tunisia; TRT - Türkiye.

The GA re-elected for a new four-year mandate Claudio Cappon as Secretary General and Paola Parri as Deputy-Secretary General.

The new Steering Committee appointed the new **President of the Association, Karim Abdallah** (MYSat), and the four Vice-Presidencies: PBC/Palestine, Radio France, Radio Romania and TRT/Türkiye.

