

News alert: Council adopts conclusions on media literacy

Ofcom, thought we might be interested in the following news item from Cullen International:

[EU Media Flash 68/2009 Council conclusions on media literacy](#)

**Council adopts conclusions on media literacy**

The Education, Youth and Culture Council welcomed the European Commission recent initiative on media literacy and adopted [conclusions](#) in its meeting of November 27, 2009.

The Commission asked the Member States to improve levels of media literacy in Europe in its [recommendation](#) of August 2009 (see [EU Media Flash 43/2009](#)). They should involve media regulators, regulators of the electronic communications sector and data protection authorities.

The Commission will report on media literacy levels in all Member States in 2011 in accordance with article 26 of the Audiovisual Media Services Directive (see [EU Media Tracker 2](#)).

The Council concluded the following:

- Media literacy policies should address the questions of responsible and informed use of new technologies, awareness of risks and respect of legal provisions in the context of a generally “*positive message*” (meaning not further specified).
- Member States and the Commission should cooperate to develop criteria to assess the levels of media literacy in the Member States.
- Strategies for improving media literacy should take into account the different needs and behaviours of different groups in civil society (e.g. children and young people). They should also promote communication between different groups and interests.
- Formal and non-formal education can play an important role in improving media literacy. In the context of formal education, Member States should take into account that ‘digital competence’ and ‘cultural awareness and expression’ are identified as two key competences in the [recommendation](#) on ‘*lifelong learning*’ of the Parliament and the Council of December 2006.
- Current initiatives in the field of media literacy from the industry, cultural institutions and non-governmental organisations should be further promoted.

Ofcom Media Literacy Team.