

15th Europa Cinema Network Conference

“How can the film theatre seduce the net generation?”

Aviva Silver

European Commission, MEDIA Programme and Media literacy



Media literacy and audience building in EU policy

MEDIA 2007 Programme

- increase the circulation of films and the choice for the audience
- support for festivals including image education initiatives for young audiences
- support for new technologies eg. in MEDIA training, VoD and others

Media Literacy policy

- 2007 first ever policy document on media literacy at EU level
focus on three areas (commercial communication, audiovisual works, internet)
- 2009 Recommendation addressing Member States and Industry to foster national initiatives
- media literacy expert group / research on measurement of media literacy / foster cooperation between initiatives



Media literacy and audience building 2010 and beyond



- Preparation of new MEDIA programme

Public consultation open till 30.11.2010

<http://ec.europa.eu/culture/media/programme/overview/2007/consultation/>

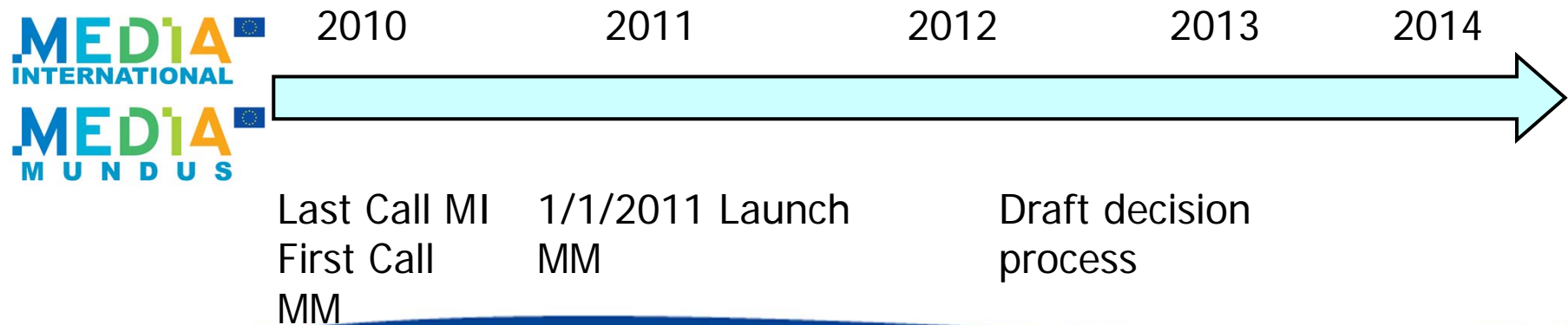
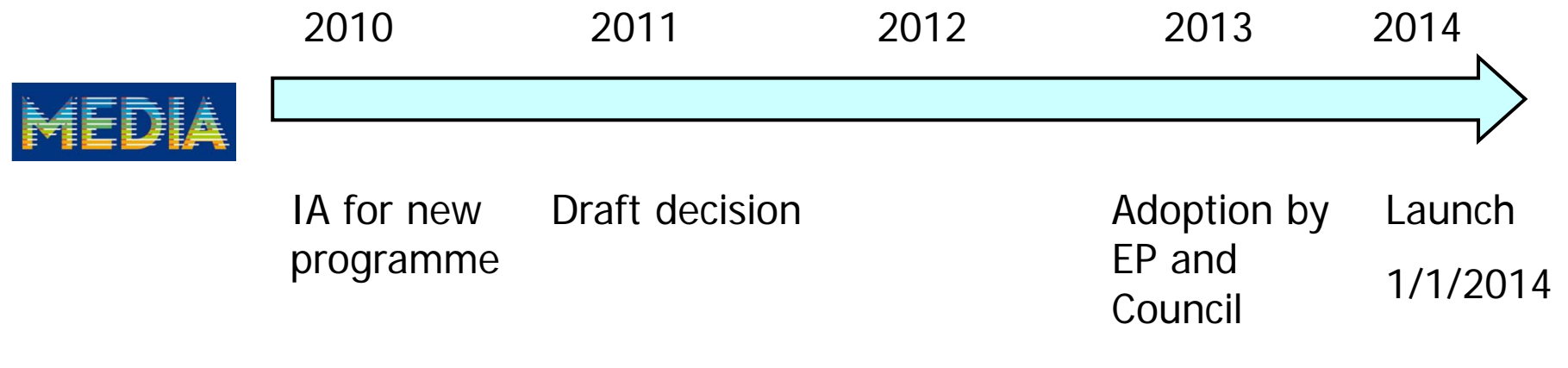
Focus Group on film and media literacy

Objective: Find out if and how support for media and film related educational activities can be integrated into the future MEDIA Programme

- Work on assessment criteria - Reporting obligation in 2011 (AVMS Directive)
- Integration of a media literacy dimension in cultural and education programmes



MEDIA post 2013



A democratic civilisation will save itself only if it makes the language of image into a stimulus for critical reflection, not an invitation to hypnosis
- *Umberto Eco*



Further Information:

<http://ec.europa.eu/media>

