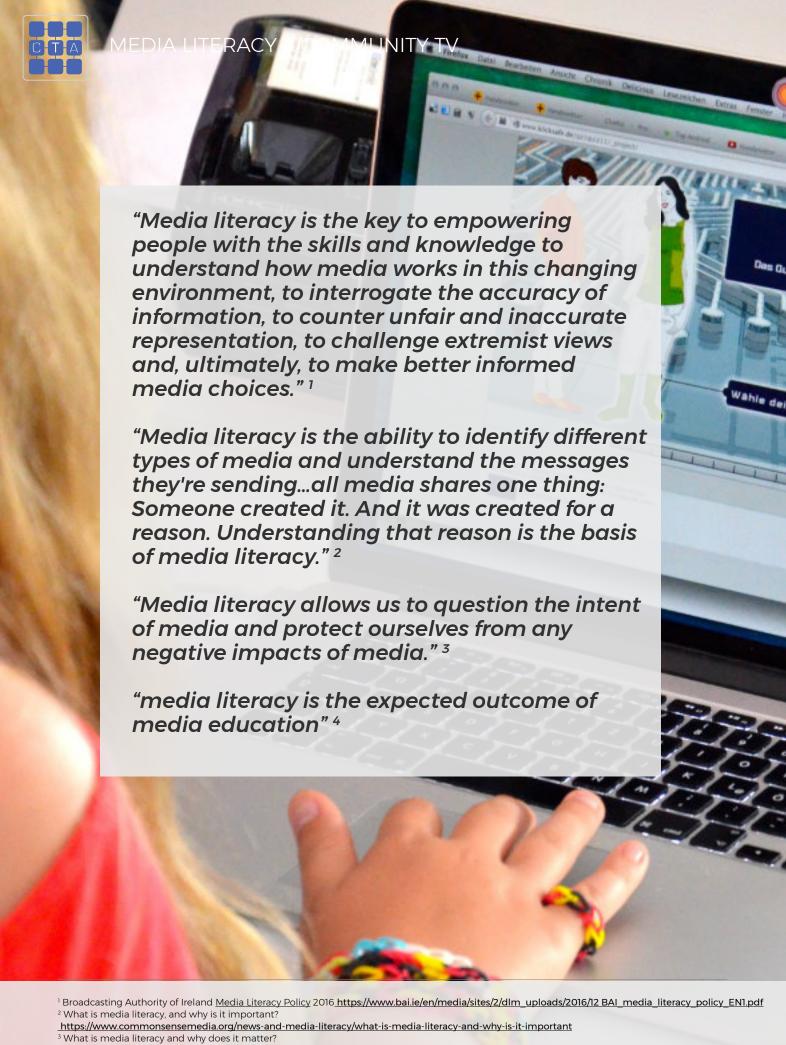
# **MEDIA LITERACY** & COMMUNITY TV **Orla Egan** December 2021 Community Television Association This report has been prepared on behalf of the Community Television Association of Ireland



https://www.futurelearn.com/info/blog/what-is-media-literacy

<sup>&</sup>lt;sup>4</sup> Critical Media Literacy Education in Ireland, Lucia Chisholm, <u>Critical Social Thinking: Policy and Practice</u>, Vol. 5, 2013 <a href="https://www.ucc.ie/en/media/academic/appliedsocialstudies/docs/LuciaChisholm.pdf">https://www.ucc.ie/en/media/academic/appliedsocialstudies/docs/LuciaChisholm.pdf</a>



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# COMMUNITY TELEVISION ASSOCIATION

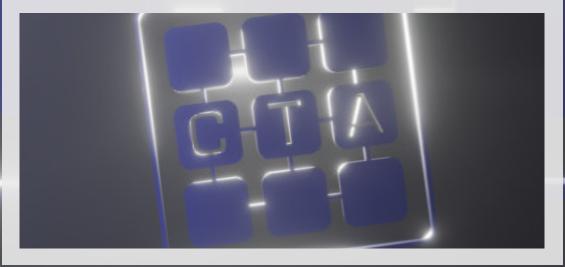
The Irish Community Television Association (CTA) was formed in 2006.

The CTA represents and promotes the interests of the community television sector in the Republic of Ireland and Northern Ireland. Its members are community television stations and community producer organisations working under a common charter.

- The objectives of CTA are:
- To build a cohesive community television sector with a shared vision
- To increase public understanding of the ethos and purpose of community television
- To help build the capacity of the community television sector
- To influence the legal, policy and regulatory environment for community television
- To attract and secure resources for the community television sector
- To communicate and collaborate with counterpart organisations in other countries.

#### **Members of Community Television Association:**

- Cork Community Television
- Dublin Community Television
- Ballymun Communications
- North Leitrim Community Video
- NEAR TV
- Cork Community Media Hub (formerly Frameworks Films)





# BROADCASTING AUTHORITY OF IRELAND: MEDIA LITERACY POLICY

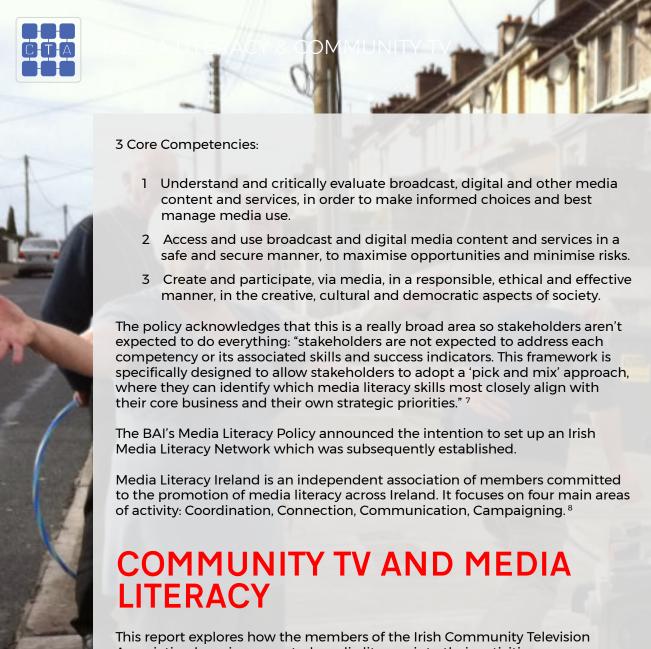
The Broadcasting Authority of Ireland launched its Media Literacy Policy in December 2016.

The overarching object of the BAI Media Literacy Policy is: "To empower Irish people with the skills and knowledge to make informed choices about the media content and services that they consume, create and disseminate." <sup>6</sup>

#### The BAI's Media Literacy Policy identifies 5 Strategic Policy Objectives:

- 1 To provide leadership and facilitate a coordinated approach to the promotion of media literacy in Ireland.
- 2 To describe and promote media literacy among citizens, consumers and stakeholders, in a manner that is relevant and meaningful.
- 3 To encourage a wide range of stakeholders to participate in the promotion of media literacy, in line with their specific business and strategic priorities.
- 4 To foster media literacy research and the development of a comprehensive knowledge base.
- 5 To develop a policy that is strategically aligned to other key learning frameworks and policies.
- 6 The core of the BAI's Media Literacy Policy is a framework for the promotion of media literacy. This framework consists of three core media literacy competencies and a set of associated skills and success indicators.





Association have incorporated media literacy into their activities.

These activities are assessed in relation to their success in meeting the objectives and core competencies as set out in the Broadcasting Authority of Ireland's Media Literacy Policy.

There are two main areas of focus:

- Media literacy as a core part of the work of Community TV companies and Community Media Producers.
- Some examples of Community Programmes produced and broadcast that directly address Media Literacy.

<sup>&</sup>lt;sup>6</sup> BAI Media Literacy Policy 2016 https://www.bai.ie/en/media/sites/2/dlm\_uploads/2016/12/BAI\_media\_literacy\_policy\_EN1.pdf https://www.medialiteracyireland.ie/about

<sup>&</sup>lt;sup>7</sup> BAI Media Literacy Policy 2016 https://www.bai.ie/en/media/sites/2/dlm\_uploads/2016/12/BAI\_media\_literacy\_policy\_EN1.pdf

<sup>8</sup> https://www.medialiteracyireland.ie/about

A key part of media literacy is about assessing what is true in media: understanding media bias and how this impacts on the selection and slant of stories covered or broadcast by media. A lot of media programmes and documentaries are produced ABOUT other communities or groups and are

Elaine King, NearTV, Community TV Association Focus Group, November 2021
2017 report Community Television in Ireland: An Overview
2017 report Community Television in Ireland: An Overview
NearTV funding proposal Control Yourself

#### MEDIA LITERACY & COMMUNIT often inaccurate or misleading. One of the most powerful ways to counteract this is to produce programmes WITH the communities where there is a high level of involvement in the planning and production processes - leading to more accurate and truthful programmes. This is at the core of the work of Community Content Producers and Community TV. A 2016 report on the work of Cork Community TV found "that CCTv provides a unique, invaluable service to community groups in Cork, providing a platform for the broadcasting of programmes by and about communities. As the Keep It On My Radar! Report finds: "Cork Community TV provides a unique service for communities in Cork, enabling the broadcasting of programmes made by and about communities in Cork. CCTv broadcasts programmes that people wouldn't be able to see elsewhere. CCTv is about real communities and real issues. It is empowering for communities who see themselves reflected and involved. This is particularly important for communities that feel excluded and disenfranchised. It allows people's voice to be heard and to be valued." 13 The Centre for Media Literacy in Canada identified Media Arts Education as one of the key components of Critical Media Literacy Education. Media Arts Education is a "creative and aesthetic approach to the process of developing media literacy skills, such as scriptwriting and production, using digital cameras, lighting and sound." 14 This is essentially what the members of the Community Television Association do. By involving communities in the production process it demystifies the process and helps to develop skills that can be used to evaluate media and increasing media literacy. "When people in communities get involved in developing and producing television programmes it demystifies television and helps people to understand better the processes involved in making television programmes." 15 This helps people to then be better able to evaluate the programmes they watch on TV, further increasing their media literacy. One example of the way in which members of the Community Television Association promote media literacy is the engagement between Frameworks Films in Cork and asylum seekers living in Direct Provision in Cork. There was an exploration of the myths about asylum seekers and of the ways in which refugees and asylum seekers are represented / misrepresented in the media. The participants then decided how they would like to be portrayed and on the film they would like to create. Training in media production skills was provided to the participants and they were supported to make their own programme, which was broadcast on Cork Community TV. This approach taken by Frameworks Films would be replicated in their work with a wide range of organisations and communities and in the work of other members of the Community Television Association. 16 Members of the Community Television Association also provide media literacy for volunteers. NearTV positions media literacy at the heart of their work. All volunteers to NearTV must complete a media training course which includes, Media Literacy and Law as well as production skills and techniques. "Media Literacy and community television training are at the core of the work NearTV does in the community." 17 NearTV were also involved in the development of a Media Education Without Borders programme under the Erasmus+ programme. 13 Keep It On My Radar! Orla Egan 2016

16 Emma Bowell, Frameworks Films, Community TV Association Focus Group, November 2021
17 NearTV funding proposal Control Yourself

14 https://www.ucc.ie/en/media/academic/appliedsocialstudies/docs/LuciaChisholm.pdf

<sup>15</sup> Iris Park, DCTV Community TV Association Focus Group, November 2021

DCTV also provide training for new volunteers. This combines practical on-the-ground training with an online training course, which includes a module on Media Literacy. The volunteers are given a certificate on completion of this course.

Members of the Community Television Association engage with communities across a range media platforms and services. One example of this is the way in which DCTV used Facebook to reach participants for a programme being produced on six non-national communities in Ireland.

## COMMUNITY MEDIA LITERACY PROGRAMMES

A number of programmes that focus specifically on media literacy have been produced by Community Television and Community Producers and broadcast on Community TV stations in Ireland. Some of these will be discussed below.

2010 Control Yourself - NearTV

2014 Equal Billing - NearTV

2015 Edit Delete - NearTV

2016 Me And The Media - Frameworks Films

2018 Know Your Media - Frameworks Films

These programmes have been funded under the BAI's Sound and Vision Scheme.







#### **EQUAL BILLING: NEAR TV**

**Equal Billing** is a Media Literacy Community Television Series looking at discrimination in films, produced by NearTV.

**Equal Billing** is a Media Literacy series in which a group of Irish people and migrants look at films and discuss them in a relaxed after dinner environment.

Each episode is based on one of the nine grounds for discrimination as defined by the Equal Status Act including:

- Gender,
- Civil (marital) status,
- Family status,
- Sexual orientation,
- Religion,
- Age,
- Disability,
- Race
- Membership of the Traveller Community.

The aim of the series from a Media Literacy point of view is to analyse the movies based on these grounds and highlight the different ways films can reinforce or highlight discrimination.

#### **EDIT DELETE: NEAR TV**

**Edit Delete** is a three part television series which aimed to improve media literacy amongst young people.

The series was made with young people aged 15-22 who attended Sphere17 Regional youth service in Darndale, Dublin. In the programmes the young people reflected on media construction and how it influences them and the world around them. Each programme focused on a specific theme: body image, relationships and gender. Each episode of the magazine series included interviews, facilitated discussions, vox pops and spoof advertisements. Through these different elements the young people gained a real understanding into the ways meaning is created though media, as well as producing an entertaining series for other young people.

Three programmes were produced as part of the **Edit Delete** series:

- **Episode One**: The impact media can have (with a particular foucs on Body Image)
- **Episode Two**: How to analyse media (with a particular focus on Relationships)
- Episode Three: How to deal with Media (with a particular focus on Gender)



### ME AND THE MEDIA: FRAMEWORKS FILMS

In 2016 Frameworks Films produced a series of programmes, **Me And The Media** that focused explicitly on Media Literacy.

**Me And The Media** was a five part educational series on media literacy. During the course of the first four programmes, an intergenerational group from Mahon in Cork were filmed as they learned about media literacy, during a structured set of four modules. As part of these four modules they learned to access, analyse and evaluate the media. They then created their own media piece about media literacy which formed the final episode of the series.

The aim of the **Me And The Media** programmes was to teach Media Literacy. The participants were taken through the key concepts of media literacy and taught the basic skills which would enable them to access, analyse, evaluate and create media messages.

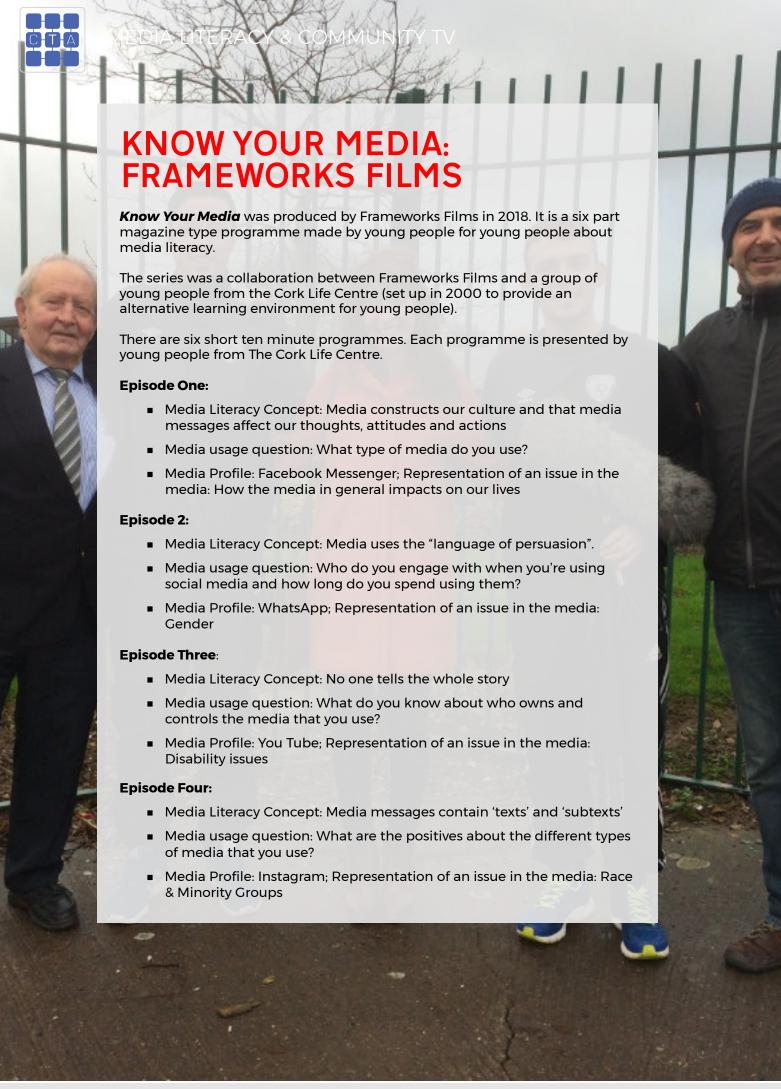
Five programmes were produced as part of the *Me And The Media* series.

- **Episode One** was a general introduction to Media Literary concepts and the link between media and culture.
- **Episode Two** looked at what is meant by text in media literacy and looked at the language of persuasion.
- **Episode Three** looked at how media messages are constructed and how to deconstruct these. It also looked at the audience in relation to the media.
- **Episode Four** looked at how to create media and provided an overview of Community Media.
- **Episode Five** was a half hour programme on Media Literacy, devised by the group themselves. It covered some of the key concepts that the group learnt over the four modules with a particular Cork slant.

#### The aim was that by the end of the course the participants would:

- Understand how media messages create meaning
- Identify who created a particular media message
- Recognize what the media maker wants us to believe or do
- Name the 'tools of persuasion' used
- Recognize bias, spin and misinformation
- Discover the part of the story that's not being told
- Evaluate media messages based on their own experiences, beliefs and values
- Create and distribute their own media messages

These programmes were broadcast on Cork Community TV.





#### MEDIA LITERACY & COMMUNITY TV

#### **Episode Five:**

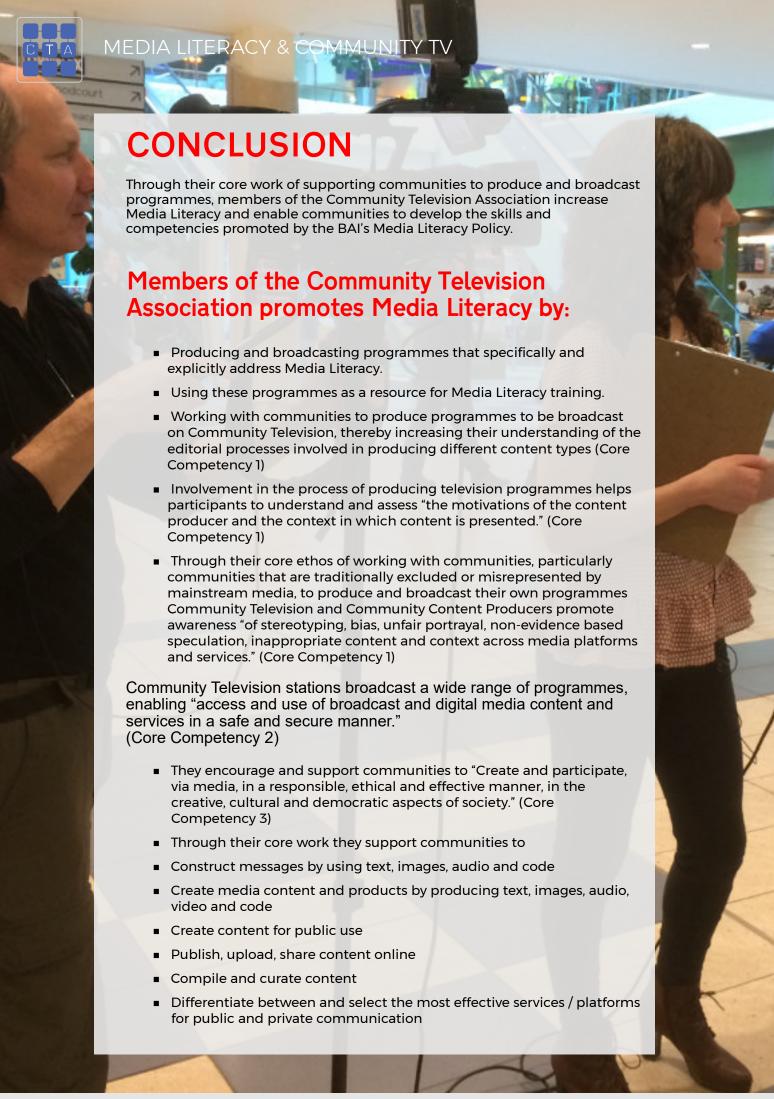
- Media Literacy Concept: Media messages reflect the values and viewpoints of media makers.
- Media usage question: What are the negatives about the different types of media that you use?
- Media Profile: Facetime; Representation of an issue in the media: Why it's important to be media literate

#### **Episode Six:**

- Media Literacy Concept: Media messages can be decoded.
- Media usage question: What general tips do you have for other young people about using the media?
- Media Profile: Snapchat; Representation of an issue in the media: The Environment

Through participating in the *Know Your Media* series the young people involved learned how to access, analyse and evaluate the media. They also actively created their own media for broadcast on their local community television station. One of the aims of the project was to pass on production skills to the young people and the staff and volunteers in the Life Centre, so that they would be able to produce further content for Cork Community Television. They gained an understanding about how Community Television works and all of these elements will assist the young people to take more ownership of any future projects they are involved with.







- Find and create opportunities to participate in the civic and cultural
- Engagement with Community Television and Community Content Producers helps participants and communities to develop a range of skills including those outlined as indicators of success under Core
- Level of resilience to negative behaviour and activities via media
- Levels of self-expression and democratic participation by number of citizens
- Level of creative engagement and output by citizens, across media platforms and services
- Level of cultural engagement and output by citizens, across media platforms and services
- Level of social inclusion, via media platforms and services
- Level of participation in peer-to-peer support
- Level of appropriate challenge to negative behaviour and activities, via media services, including online

Members of the Community Television Association are key players in the promotion of Media Literacy in Ireland. Media Literacy is at the core of the work that they have been doing for decades.

However this work is not adequately supported. Most Community Television companies have no core funding, no staff and are dependent on the time and good will of volunteers. The 2017 Community Television in Ireland report concluded that "the community television sector in the Republic of Ireland is small, reliant on voluntary effort and operating on a shoestring." 18

Incorporating an ethos of promoting media literacy in the production and broadcasting of programmes is time consuming, far more time consuming than producing traditional media programmes. Actively engaging with communities and providing them with the skills and training needed to be active participants in the production process takes time that is rarely acknowledged or rewarded by funders.

The 2016 BAI Media Literacy policy indicated that funding should be directed to support initiatives that promote media literacy and the core competencies outlined in the policy. There should be an "alignment of some future BAI funded grants, where feasible, to the framework and priority themes" of the Media Literacy policy.

By supporting the work of the members of the Community Television Association, the Broadcasting Authority of Ireland would be meeting its own aims of promoting media literacy in Ireland.



Community Television Association

