



REPUBLIC OF ESTONIA
EDUCATION AND YOUTH AUTHORITY

Integrating Media Literacy into the School Curriculum

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About us

- The Education and Youth Authority (Harno) is a government agency of the Ministry of Education and Research that deals with the implementation of Estonian education and youth policy.
- Our goal is to offer Estonian people high-quality, modern, and equally accessible educational opportunities. We want everyone to be able to create a personal learning path for their entire life cycle!

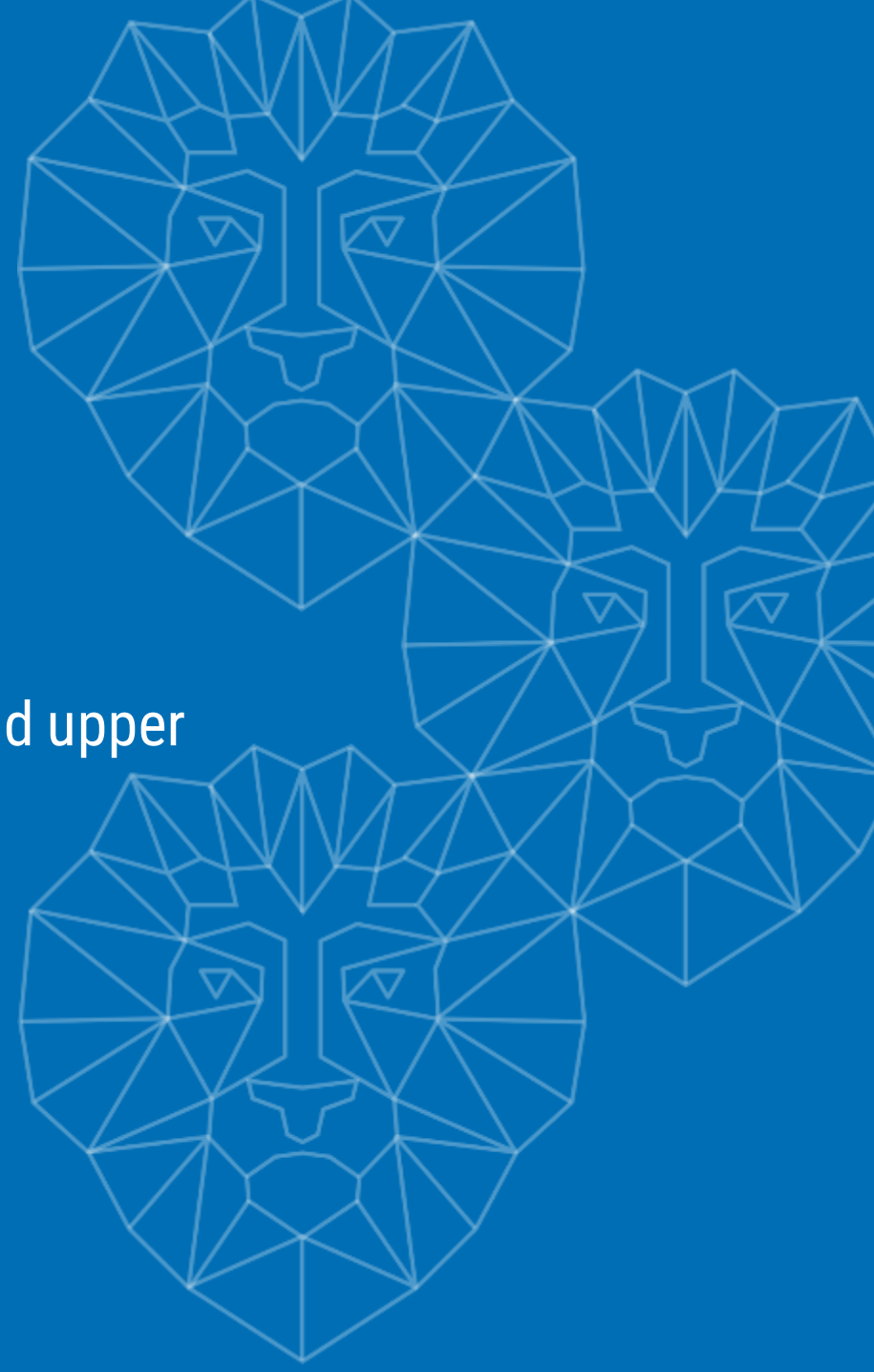


Education System in Estonia



Media Literacy at School

- There is no specific subject called „Media Literacy“
but
- media literacy is still part of the curriculum in basic and upper secondary schools:
 - functional reading
 - learning to think critically
 - recognizing a different perspective
 - creating responsibly, incl. using social media
 - skills of inquiry and self-expression
 - communications skills



Course “Media and Influence” in upper secondary school

Compulsory, 35 academic hours (subject area Language and literature), from 2010 to the present

Learning outcomes for the student:

- 1) have an idea of a basic communication model and role of the media in information society;
- 2) are familiar with media channels and genres, their specific features and the specifics of the reception of media texts;
- 3) analyze verbal texts in visual and audiovisual context;
- 4) can formulate the message of a text, identify references and allusions to other texts, and interpret a text in the context of related texts;
- 5) differentiate between facts and opinions and reliable and doubtful information;
- 6) can identify arguments and basic verbal and visual influencing techniques in media texts; and
- 7) analyse advertisements critically and understand the hidden messages of advertising.

The main learning content is supported by a constantly updated textbook

- Media as the creator of discourse.
- Verbal and visual influence.
- Demagogy and manipulation techniques; linguistic manipulation.
- Media ethics and media criticism.
- Ethical and relevant formulation of personal standpoint.
- Author's position, information sources and their reliability.
- Critical and knowledgeable reading.
- Differentiating between fact and opinion.
- Media rhetoric and arguments.
- Constructing social characteristics and myths in media texts.

MEEDIA ja MÖJUTAMINE

Lauri Tankler, Eve Tisler

#maurus

Järgne lehtvõtted peitavad arusaamaduse, et meedia võtab teid muretses, kuid ei tegutsu selle vastu eeldanud, et vale levib sotsiaalmeedias kaugemale (ehk seda jagatakse rohkem) kui tõde. Nii mõnedki India kooliõpetajad on mõistnud, et sotsiaalmeedia platvormid ise ei suuda kasutajaid kaitsta, ning on hakanud koolis õpetama, kuidas kuulujutte ära tunda ja neid ise mitte levitada. Samas muudab asja keerukaks see, et taolised kuulujutud levivad väga väikestes gruppides, mille liikmed tunnevad üksteist hästi. Näiteks imestas üks lapsevanem oma Whatsapi vestlusest ajakirjanikuga rääkides: „Kuidas on võimalik, et minu lähedased nii rängalt eksivad?“



QR-kood avab video, mis põhjustas Indias arvukalt omakohtujuhtumeid.

Kuvatoimimis Indias sotsiaalmeedia kaudu levinud sisse, kus kujutati lapsenõlvileid. Samasteid mootorrattureid pidasid videot vaadanud inimesed hiljem tihitpeale nõlvileks.

2. Aruta kaaslasega järgmiste küsimuste üle.

- a) Millisel juhul oleksid Eestis võimalikud analoogsed omakohtujuhtumid?
- b) Kui palju peaks sotsiaalmeedia platvorm, ettevõtte või väljaanne vastutama tagajärgede eest, mis kaasnevad samaste võltsvideote jagamisega?
- c) Kui selle video oleks sotsiaalmeediasse postitanud eraisiku asemel mõni meediaväljaanne, kas siis oleks vastutus teistsugune?

Elective courses

- Schools have the right to create their own elective courses.
- Currently, 16% of general education schools teach a course related to media or media literacy.
- There are many pages with different level of study and teaching materials, videos, links and etc.
 - ERR – Meediataip; Meediakriitika
 - Lastekaitse Liit – Targalt internetis
 - SALTO – „Media, Information & Critical Thinking“
- Nationally, we have ordered two optional elective courses:
 - Media Studies
 - Human contemporary information environment
- Media Literacy Week as a tradition (2019, 2020, 2021) – activities organized for students and for society.
- By the end of this year (2021), a **Media Literacy Strategy** will be completed, which will identify the problems of today's cross-life media education and offer solutions to them.



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Thank you!

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