

ON A BASIS OF DATA COLLECTION PROVIDED BY THE MELIA OBSERVATORY PILOTS, PROJECT EXPERTS PROPOSE THE FOLLOWING SUGGESTIONS FOR IMPROVING MEDIA LITERACY

Policy Briefs on media education in the Danube Region

- ▶ **ADOPT OF A COMMON WORKING DEFINITION OF MEDIA LITERACY AND MEDIA EDUCATION.**
- ▶ **DELIBERATE ON THE PLANNED MEDIA LITERACY POLICY'S ENVISIONED MAIN GOALS AND OBJECTIVES.**



- ▶ **TEST PRECISELY ENVISIONED POLICY MEASURES BY COLLECTING REACTIONS TO THEM FROM THE RELEVANT TARGET GROUPS.**
- ▶ **WORK WITH RELEVANT OPINION-MAKERS TO HELP THEM RAISE AWARENESS ABOUT MEDIA LITERACY AMONGST THEIR AUDIENCES.**
- ▶ **WORK WITH RELEVANT POLICY-MAKERS TO IMPROVE THE INSTITUTIONAL ENVIRONMENT THAT WILL STIMULATE CIVIC PARTICIPATION.**



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