

Media and Information Literacy initiatives

This document introduces efforts by the OSCE Mission in Kosovo on Media and Information Literacy (MIL) initiatives.

The presented highlights showcase how creative MIL initiatives contribute to comprehensive security through building a new generation of critical thinkers.

2016-2022 Highlights

400 textbooks

400 copies of media literacy textbooks distributed to teachers and students in Albanian language.

3 schools

Three primary and high schools include MIL as an elective course.

450 students



The OSCE Mission implements lectures on media and digital media and information literacy for over 450 high school students from 22 different schools.

15 students

Fifteen student representatives of the Serbian-language University in Mitrovica/Mitrovicë North participate in three day critical thinking, public communication and media literacy course.

70 teachers

70 high school teachers trained on media literacy concepts.

300 textbooks

300 copies of media literacy textbooks distributed to teachers and students in Serbian, Turkish and Roma languages.

3 universities

Three public universities build in MIL as a mandatory course from 2023/2024 onward.

2 tv programs



A Serbian-language media outlet produces two 20-minute TV programs on topics explored by students of the Serbian-language University in Mitrovica/Mitrovicë North who participated in an advanced digital media literacy training.

44 tv programs

Four seasons of TV programs, with 26 shows, on digital media literacy titled EduMedia, combining studio debates and field interviews to analyse engagement with all forms of media. A similar TV show branded Reading Between the Lines was produced in Serbian language.

400 students

400 students per semester taught in the Department of Journalism at the University of Prishtina with the OSCE Mission developed MIL syllabi since 2019.

1000 students



1000 graduate & undergraduate students attended Mission-supported MIL seminars between 2020-22.

3 animated videos



Three animated videos on combating fake news and information related to COVID-19.

10 animated videos

Ten animated videos in Albanian and Serbian languages addressing the role of the Independent Media Commission and providing information about complaint mechanisms available to the public to denounce illicit reporting, misinformation and fake news in audio-visual and online media.

2023 Planned Activities

► Train **20 journalists** to detect and analyse disinformation;

► **Ten workshops for secondary school students** on conscious use of technology and social media and to deconstruct complex media messages;

► **Content creation course** held for students of the Serbian-language university in Mitrovica/Mitrovicë North, providing them with practical tools and skills related to the use of social media,

blogging, podcasts, content creation and visual communication;

► Support **two private colleges** that offer media and journalism programs with MIL curricula;

► **Six documentary screenings** use stories and facts to explain the necessity of media literacy to build trust, and explain how technology influences society.

Introducing Media and Information Literacy in formal education

► Divisive disinformation and fake news permeate our contemporary digital media environment resulting in mistrust, confusion and division.

► In 2016, the OSCE Mission in Kosovo embarked on an initiative to introduce Media and Information Literacy (MIL) into the formal education system in Kosovo.

► This advocacy soon bore fruit, as primary schools, high schools and some universities introduced MIL as an elective subject in recent years.

► These achievements were only possible due to close and continuous co-operation with local partners, such as civil society, Ministry of

Education, Municipal Education Directorates and public universities.

► In April 2018, the OSCE Mission started working with the international documentary and short film festival DokuFest to facilitate targeted trainings for high school teachers and promote the importance of MIL. The OSCE Mission has trained around 70 high school teachers on media literacy concepts, building their capacities to integrate the use of visual media materials into their teaching methods.

► The training courses utilized existing capacities in the OSCE Mission and DokuFest in providing teachers with the knowledge, attitudes and skills to enable students to acquire media literacy skills through education.

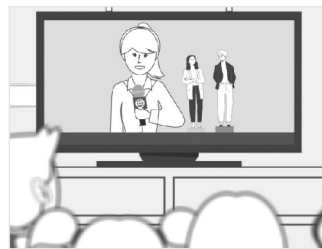


Eroll Bilibani, Head of Dokulab at **Dokufest**, together with the OSCE Mission, presenting in Vienna the **OSCE-supported initiative to introduce MIL in formal education in Kosovo**.



Alban Zeneli, Professor at the University of Prishtina Journalism Department, talking to students about the **importance of deconstructing complex media messages and utilizing technology and social media consciously**.

Still from the OSCE Mission / Independent Media Commission campaign to engage the public to contribute to better media content, video titled **'No place for incitement of hatred'**.



OSCE Mission member, Arben Hajredinaj, delivering a **media literacy training for high school teachers organized in collaboration with DokuFest**.

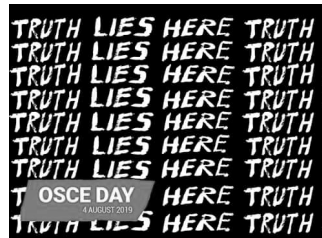


Still from an episode of **EduMedia**, a series of TV programmes on media literacy produced by the OSCE Mission in Kosovo.



Professor Lindita Aliu Tahiri during the OSCE Mission-organized **lectures on media and information literacy** for university students in Mitrovicë/Mitrovica South.

Visual image presenting the slogan of the 18th edition of DokuFest, in which the OSCE Mission supported a **media literacy awareness-raising competition** titled **'Fact or Fake: Truth on Film'**.



Municipal Education Director of Pejë/Peć Municipality, Naser Gega, addressing high school students attending a **media and information literacy workshop** organized by the OSCE Mission.



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