

# Media literacy of communities and the role of cultural institutions

Agnese Dāvidsone, PhD  
Čēsis, August 28, 2023

# About me:

- **PhD in Communication and Media (Tartu University, 2017);**
- Associated professor, Lead researcher, rector (since 2022) of Vidzeme University of Applied Sciences
- Developer and director of MA programme «Media and information literacy»
- Head of UNESCO Chair in Media and information literacy and Scientific literacy
- Media literacy trainer since 2016 (projects with CEPA, IREX etc.)



Media Literacy  
is an Expanded  
Conceptualization of  
Literacy

...the ability to **access,**  
**analyze,**  
**evaluate** and **communicate**  
messages  
in a wide variety of forms.

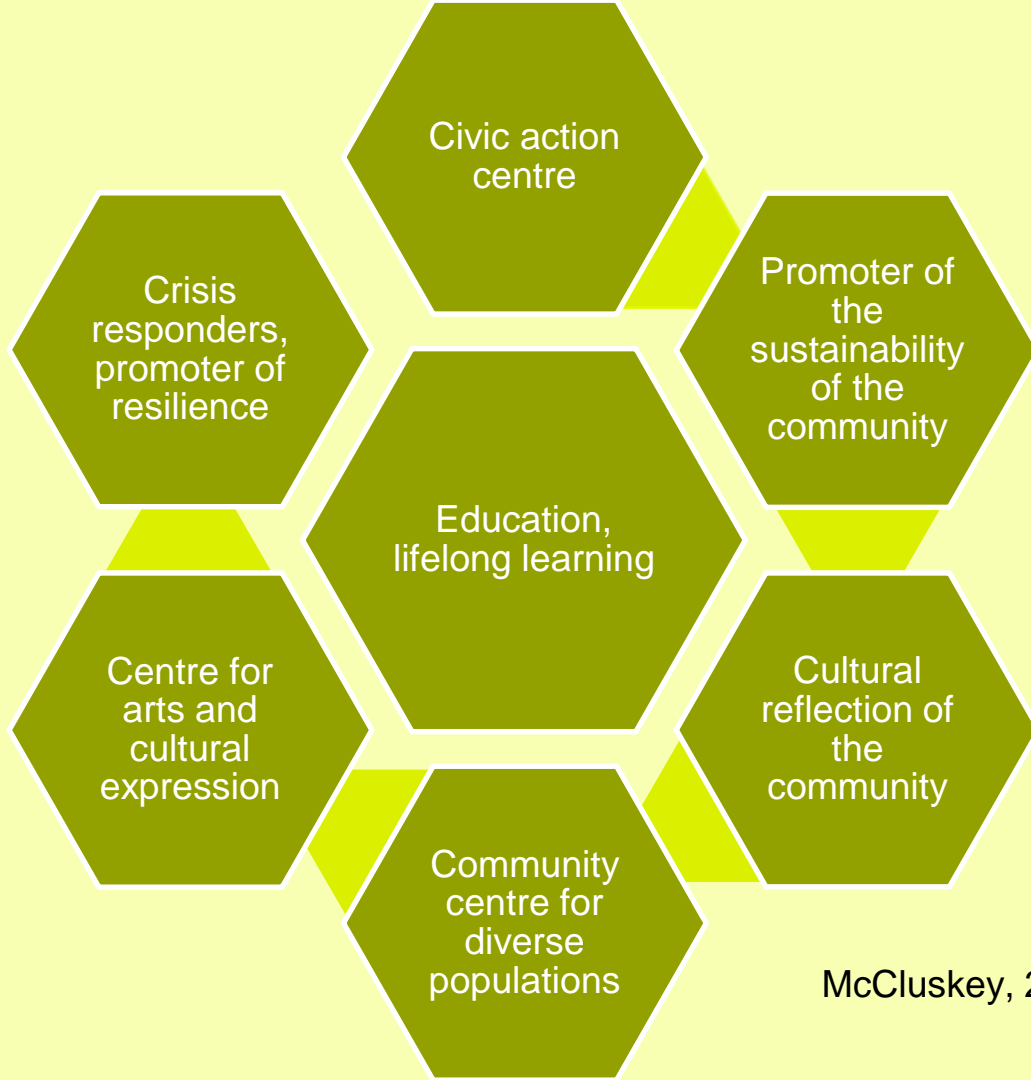
--Aspen Institute Leadership Forum on  
Media Literacy, Washington DC (1993)

Media literacy  
is all the technical,  
cognitive, social, civic  
and creative capacities  
that allow us  
**to access and have a critical  
understanding of and interact**  
with both traditional and new  
forms of media

**Council of the European Union (2016)**

## Public libraries are important because:

- Public libraries are transforming from a place for reading and borrowing books to **all-round media and information-rich learning environments**;
- **Moving away from protectionist approaches to empowering approaches** in promoting media literacy: assist people in improving their skills, knowledge and support their creative talents;
- A gradual change is happening in perspective on **the role of the public library in the community**, from uniquely offering access to information towards a philosophy and culture of sharing of information and knowledge, promoting citizenship (European Commission, 2014)
- **Libraries as one of the most important «third spaces»**, especially outside of big cities

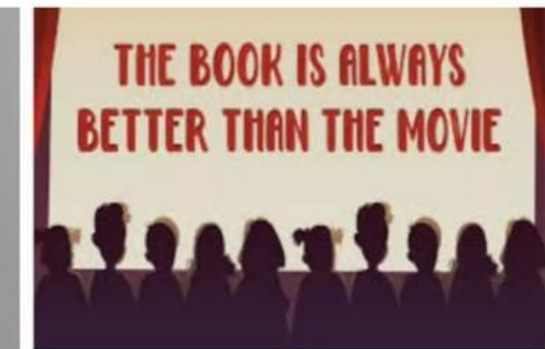
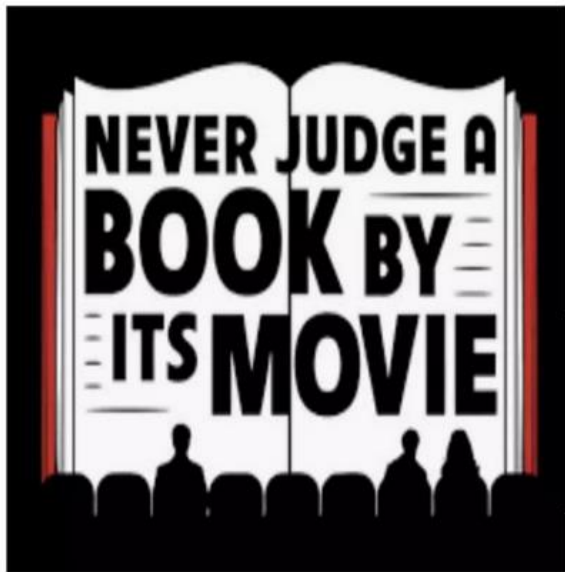


McCluskey, 2014

What do you see here?

PERSPECTIVES







PERSPECTIVES

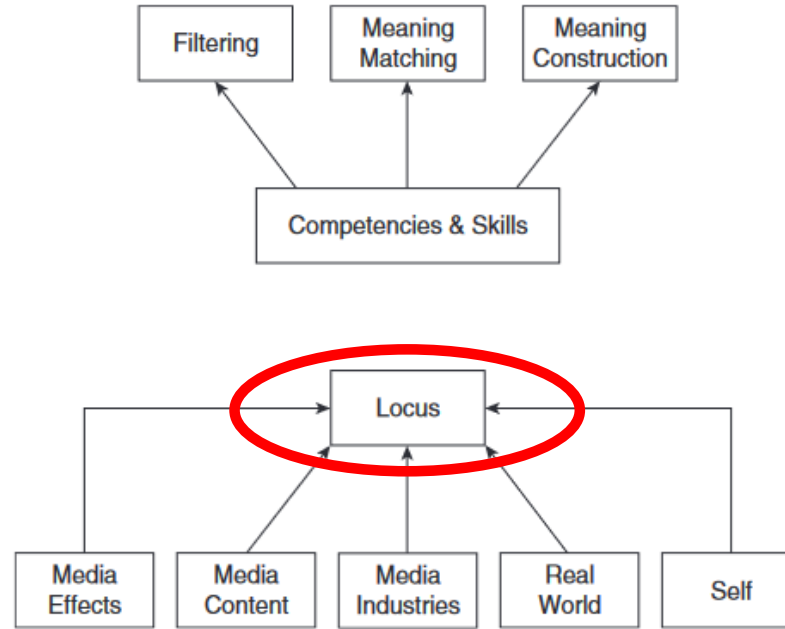


## Media literacy: the Cognitive model

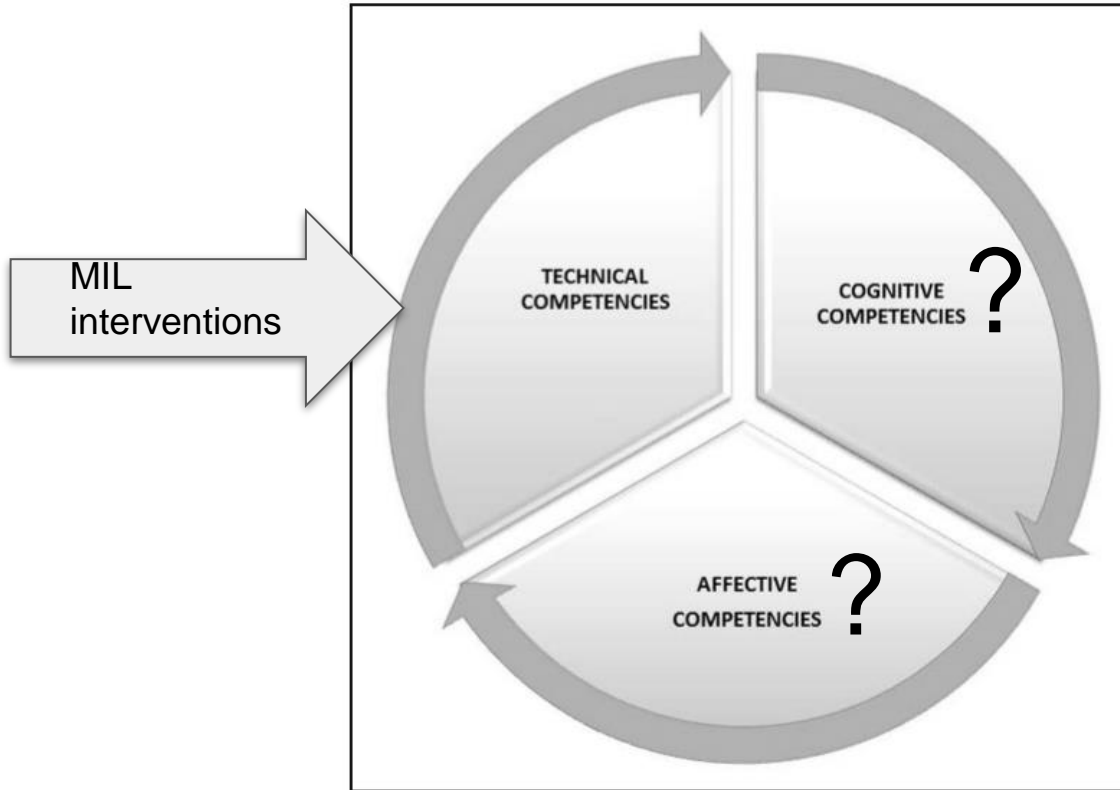
- Potter (2004, p.58-59): media literacy is “***the set of perspectives from which we expose ourselves to the media and interpret the meaning of the messages we encounter.***”

# Potter (2004): The Cognitive model of media literacy

Figure 3.1 The Cognitive Model of Media Literacy



- [https://www.sagepub.com/sites/default/files/upm-binaries/4889\\_Potter\\_Chapter\\_3\\_Media\\_Literacy\\_Model.pdf](https://www.sagepub.com/sites/default/files/upm-binaries/4889_Potter_Chapter_3_Media_Literacy_Model.pdf)



**Figure 1.** A conceptual framework for social media literacy.

Vanwynsberghe et al, 2014

TEACHING/LEARNING TRADITION

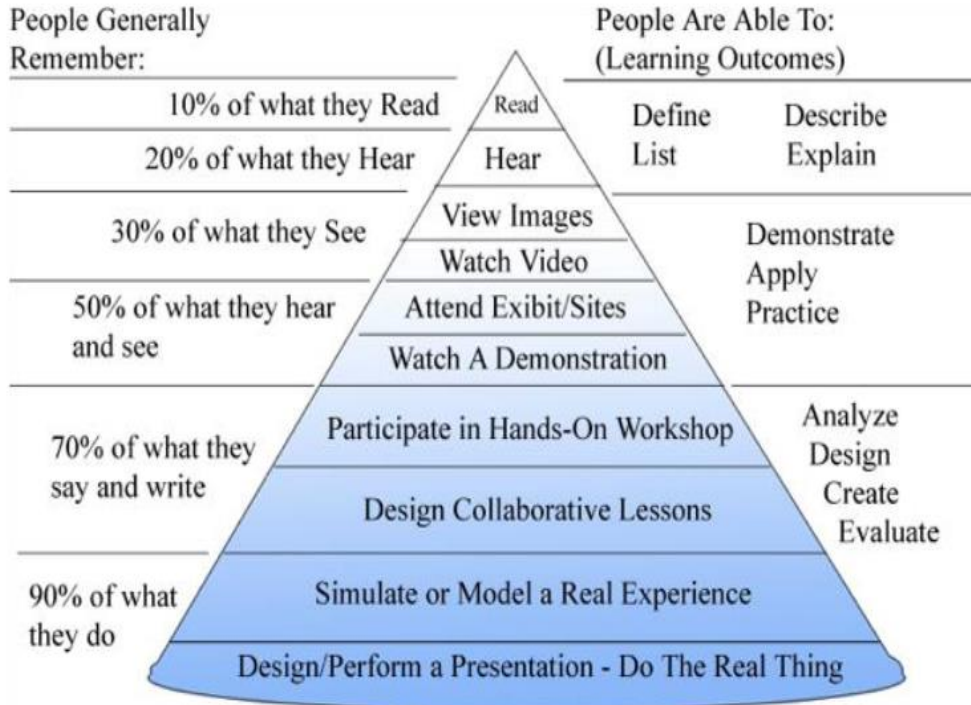


Figure 1. Dale's Cone of Experience

Dominant intervention styles in MIL development

Teaching "from the front" (EI)

Advising/restricting/instructing (NI; EI)

Co-viewing (NI, EI)

Co-exploring (NI; EI)

Co-creating (EI)

Co-designing (EI)



TEACHING/LEARNING TRADITION

# Media literacy and other literacies

Political literacy

Health literacy

Financial literacy

Scientific literacy

Cultural literacy

Civic literacy

....

MEDIA LITERACY? For what?



“Literacy is a  
bridge from  
misery to hope.”

Rofi Annan  
Fmr United Nations Secretary-General

---

# Media literacy of communities and the role of cultural institutions

Agnese Dāvidsone, PhD  
Čēsis, August 28, 2023

