



Media Literacy

Coordinating Council of Audiovisual
Republic of Moldova

- **Media literacy** is nowadays necessary for the defense of children and teenagers in front of unfiltered images and information supplied by TV stations.
- Protection of children rights is one of the main priorities of the Coordinating Council of Audiovisual (CCA) which accomplishes its tasks in compliance with national and international legal framework.
- Thus, for a more efficient protection of minors from dangerous and harmful information provided by the broadcasters, the Council adopted the following decisions:
 - The Decision no. 98 from 19 July 2012, **on the classification of audiovisual program services in order to protect the children;**
 - The Decision no. 99, from 19 July 2012 **on the protection of children and their rights in audiovisual program services.**



Protection of children's rights in the audiovisual field

- By the Decision No. 74 of 12 June 2014, the CCA has launched a project in collaboration with the Independent Press Association and UNICEF to assess children rights protection and legal application of the rules in broadcasting. This project comprises a monitoring session of the main newscasts from several TV stations for a period of three months.
- Criteria for selecting media institutions subject to monitoring:
 - The coverage of national territory;
 - The share of news broadcast in the grid emission according to the general concept of program services;
 - The prime-time hours.
- By the same decision, the Council approved the **Methodology for monitoring the audiovisual programs** to assess how the legal framework is respected with regard to children rights protection.



Training

- On 17th of June 2014, 18 employees of *Radio and TV Monitoring Department* attended a training on the protection of children's rights in audiovisual field.
- The training was held within the project "**Strengthening the capacities of media institutions with regard to the ethical approach of problems related to the rights of the children**", implemented by the Independent Press Association (API) with the financial support of UNICEF Moldova.
- During the workshop, the operators have studied types of news and reports that appear on TV, categories of information which have to be accompanied by warnings regarding the harmful influence on the child and also the information which should not be disseminated.
- The participants had the possibility to identify stressful situations that can occur when children act as protagonists in TV products.



Social campaigns

The Coordinating Council of Audiovisual, in partnership with national and international institutions has promoted several social campaigns to raise awareness on child protection in media landscape:

- The social campaign: **"What does your child see on TV?;**
- The social campaign: **"Promoting a Safer Internet for Children";**
- The social campaign: **"No Hate Speech Movement".**



Promoting media literacy among Moldovan citizens

- In the Republic of Moldova was launched a new project oriented towards the media consumers. The project "**Promoting media literacy among Moldovan citizens**" was launched by the Independent Journalism Center (IJC) in partnership with Radio Free Europe and it was implemented between March 2013 and April 2014 with the financial support of the United States Embassy in Moldova.
- The aim of the project was to contribute to the **consolidation of democracy by educating the critical thinking of young people in the Republic of Moldova.**
- The Independent Journalism Center (IJC) organized visits to various universities and high schools throughout the country during which the journalists from Radio Free Europe had been engaged in discussions with students and pupils about **the role of the mass-media in society.**

Promoting media literacy among Moldovan citizens

- The project beneficiaries had the possibility to watch and to analyze along with the experts a number of video spots produced by the IJC on several topics, such as: the quality of media products, the access to information and the freedom of expression. The video clip produced by the Independent Journalism Center (IJC), “**Do you know what kind of media you consume?**” was used as basis for discussions about media and the phenomenon of manipulation through means of information.
- In the framework of the project, the Independent Journalism Center (IJC) **trained high school teachers** who would be able to initiate and carry out themselves activities on media literacy in their institutions.



Promoting media literacy among Moldovan citizens

- Liliana Barbăroșie, Radio Free Europe journalist, explained to pupils why it is important to be permanently informed, to read news, to take an interest in the events that occur in society. As well, the participants discussed about **manipulation, propaganda and misinformation**. The discussions were based on a case study, that contained both good examples of professional journalism and cases of misinformation and breaches of the Journalist Code of Ethics, both were identified and explained.
- Vasile Botnaru, director of the Radio Free Europe office in Moldova, presented various examples of manipulation and explained to students how poisonous media intoxication can be, advising them to be more careful when getting informed. Also, Vasile Botnaru recommended students to follow **the rule of three sources**, which is valid both for professional journalists and for consumers of information.

“Do not trust a single source. Search for alternative sources. Before letting yourself react to some news, check if it is true,”
Vasile Botnaru recommended.

THANK YOU!

