



CONSILIUL NAȚIONAL AL AUDIOVIZUALULUI

Autoritate publică autonomă

București, ROMÂNIA

Bd. Libertății nr.14, sector 5, cod 050706

Fax: (004)021-305.53.54 Tel./fax: (004)021-305.53.56

www.cna.ro

e-mail : cna@cna.ro

THE NATIONAL AUDIOVISUAL COUNCIL

MEDIA LITERACY INITIATIVES

In keeping with art.10, par.3, let. i, in Chapter 2 of the Audiovisual Law provisions no. 504/2002, the National Audiovisual Council, as warrantor of the public interest in the field of audiovisual communications, provides for the “*increase the level of public opinion sensitivity regarding the efficient and safe use of audiovisual media services by promoting and developing media education for all social categories.*”

The activities unfolded so far by the National Audiovisual Council with a view to “promoting and developing media education for all social categories” may be grouped under the following categories: market researches and studies, books, public awareness campaigns in the media.

MARKET RESEARCHES AND STUDIES:

During the period 2004-2007, the project dedicated to “Strengthening and developing professional expertise in the audiovisual field in Romania” allowed for carrying out market researches and studies on the following topics:

Advertising Impact on Parents and Children

The text available only in Romanian at : <http://www.cna.ro/Impactul-publicitatii-asupra.html>

Radio and Television Consumers’ Customs, Attitudes and Expectations

Market research results in 2004 available in Romanian at: <http://www.cna.ro/OBICEIURI-ATITUDINI-SI-SATISFACTII.html>

Market research results in 2007 available in Romanian at: <http://www.cna.ro/Obiceiuri-atitudini-si-satisfactia.html>

Violence in Cartoons Broadcast in Romania

Study results available in Romanian since 2005 at: <http://www.cna.ro/Studiu-privind-violenta-in.html>

Children’s Exposure to/Reception of Radio and TV Programs

Study results in 2004 available in Romanian at: <http://www.cna.ro/Expunerea-copiilor-la-programele,121.html>

Study results in 2007 available in Romanian at: <http://www.cna.ro/Expunerea-copiilor-la-programele.html>

Media Influence on Citizens’ Behavior and Electoral Choices

Study results in 2004 available in Romanian at: <http://www.cna.ro/Sondaj-CURS-2004.html> Study results in 2007 available in Romanian at: <http://www.cna.ro/Influenta-media-asupra.html>.

MEDIA EDUCATION RESOURCES

During the campaign unfolded by the National Audiovisual Council with a view to increasing public awareness regarding negative media effects on children's behavior due to exposure to unsuited TV programs, a booklet, entitled "Taming TV" dedicated to elementary school pupils aged between 8-10 years old and printed in 55.000 copies both in Romanian and in Hungarian was distributed with the support from the Ministry of Education to schools all over the country.

The electronic version of the brochure in Romanian is available at: http://www.cna.ro/IMG/pdf/Brosura_CNA.pdf

The electronic version of the brochure in Hungarian is available at: http://www.cna.ro/IMG/pdf/broshura_HU_low_res.pdf

PUBLIC AWARENESS CAMPAIGNS IN THE MEDIA

As a result of the information provided by the above mentioned studies and of the increase of the number of programs broadcast in Romania with a violent and sexual content, three TV spots and two radio spots bearing the message, „ Do not allow your child to be educated by TV”.

The video spots which were broadcast more than 2000 times in February 2008 are available at: <http://www.cna.ro/Campanie-pentru-protectia.html>

The radio spots broadcast under the same campaign, but under the slogan "Do not abandon your child in front of TV" won a prize at the „Best Ads" Festival for on-line advertising.

They are available at: <http://www.cna.ro/Campanie-pentru-protectia.html>

EMPOWERING CAMPAIGNS

The Council started a media education campaign by providing a free toll service (0.800.888.555) addressed both to children for messages and questions on TV programs and to adults who want to take action regarding the content of audiovisual programs. This hotline number is dedicated for reporting cases of violation of the protection of minors in the field of television broadcasting.

C.N.A. launched in 2013 a broader project aimed at eliminating violence in schools from being broadcast, which began by a marathon debate on March 8, entitled "Do not forget kids at TV – See what your child is watching". The participants included representatives of the Ministry of Education, academics, education professionals, associations of parents and NGO's, as well as of broadcasters. At the end of the meeting, the Minister of Education signed a framework agreement for one year, aimed at joining forces to promote and protect the right of minors in the field of television broadcasting.

The media education campaign continued with specific information activities in schools backed by the Council experts during the first week of April. Over 100 schools have been visited by NAC experts, who addressed children from primary to high school level, in order to talk to pupils about the key concepts in media education and about the elements that make a person media competent, in keeping with the EU definition. We also explained pupils their rights in the audiovisual field in keeping with the legislation in force, whether they are subject of media programs or whether public of media programs. We managed to provide a Romanian version of the EAVI cartoon “A Journey to Media Education”. This cartoon was presented to pupils in elementary schools and was most helpful in explaining what media education is about. Several video spots have been watched and discussed with children, young people and teachers, on issues regarding violence presented in TV programmes. The audience completed several questionnaires, on the most watched programmes, on the favorite characters from movies, on the most impressive commercials, on the TV watching behavior and daily time allotted for TV and radio programmes. For instance, several conclusions point the fact that young people are switching on alone the TV set (as to 95%), watching lonely children programmes and later, generalist ones, when their parents join them; children prefer the two cartoon characters from the “Orange” ads; another preference goes to “Oreo” biscuits, which associate the idea of family and sweetness with the relation child-parent; those who are not disturbed by violence being presented in news motivate that they associate these aspects with negative behavior that should not be imitated; two channels belonging to the same company are associated in their preference (ProTV and ProFM); the same happens with two characters from a famous TV show (Smiley and Pavel Bartos); kids who associate themselves with the character “Darth Vader” do not make any other option. Our staff is currently interpreting the general results, which shall be presented on NAC website, as well as during the next meetings planned in the framework of this media campaign.

On the occasion of the Meeting of Media Literacy Expert Group, held on April 29th in Brussels, the National Audiovisual Council officially declared the decision to be involved in the pilot project on Assessing Media Literacy levels, which belongs to the European Commission’s new policy initiatives and strategy in the field of media literacy. After having a careful look at the previous studies on testing and refining criteria to assess media literacy levels in Europe in 2010 and the one on the study on assessment criteria for media literacy levels (2009), it has been quite a challenge to find out that media literacy competence in Romania has almost constantly been evaluated as the lowest in all EU member states from the point of view of access, critical thinking and communication in various contexts. It is rather difficult to accept these results on media competence and this hopeless last position from all points of view for the Romanian viewers, because the Romanian audiovisual market is one of the richest and most pluralist in Europe. Thus, in Romania, operate at present 595 radio, 235 TV broadcasting channels, 33 radio and 114 TV satellite channels, 6 radio and 388 TV cable channels that are provided by 2844 cable audiovisual media services distributors. Besides, in Romania the viewers’ daily exposure to media messages surpasses 5 hours daily. This quantitative aspect is not, of course, relevant in terms of media competence, yet, media in Romania is

quite important for each and every citizen. NAC declared to investigate as accurately as possible, the media competence in Romania and to improve this competence as quickly as possible.

Hoping this information proves useful for a broader picture of media literacy supported by the media regulatory authorities,

Sincerely yours,

LAURA GEORGESCU

PRESIDENT