

**Annex: Summary of the workshop in Brussels (Product No 9)**

On February 27, 2004, the Multimedia unit of the (EU) Directorate General Education and Culture has held a workshop at the Borschette Centre in brussels, from 9.30 a.m. to 5.00 p.m., on digital and media literacy.

The workshop was called “Media Literacy, Digital Literacy, eLearning”

Participant from the media-net-works-project: Arnold T.O. Schenk

Contact persons (EU): Matteo Zacchetti (Matteo.Zacchetti@cec.eu.int)  
Marjorie Saudoyer

## Draft Agenda:

09h30	Welcome – Registration
09h45	Introductory Remarks by Mr. Gregory Paulger, EC, Director of Culture, Audiovisual Policy and Sport, DG Education and Culture.
10h00	2003 Media Literacy Projects Monique Perdrillat “Romans Virtuels” Laurent Gerverau – Institut des Images, Paris “IMAGEDUC” Christiane Nill -IB-Bildungszentrum Stuttgart “Bookworm goes online”
10h45	Discussion
11h15	coffee break
11h30	Prof. J. Felix Angulo, Universidad de Cadiz
12h00	Discussion
12h30	Lunch.
<hr/>	
14h00	Prof. Divina Frau-Meigs, Université d’Orléans
14h30	(Mr. Ian Wall, Film Education “Media Literacy / Digital Creativity” ) / [changed]
15h00	Discussion
15h30	Coffee break
15h45	Prof. Jose Manuel Pérez Tornero, Universidad Autonoma de Barcelona “elearning Programme – Digital Literacy”
16h15	General Discussion
16h45	Closing remarks and conclusions by Mrs. Maruja Gutierrez-Diaz, EC, Head of the Multimedia Unit, DG Education and Culture
17h00	End of the Workshop.

## 2003 Media Literacy Projects

This workshop has presented the results and experiences of those 2002 Media Literacy projects which have already come to an end:

Monique Perdrillat "Romans Virtuels"

<http://membres.lycos.fr/lemarquepage/pedago/1rvirt/rvirtuel.htm>

- 2000 pupils from 81 schools worked together (five languages are involved: english, german, french, spain, arab)
- they created 390 pictures, two videos, 23 virtuel romans
- mainly they used textbased elements, because multimedia-websites were to complex
- the pupils developed their own scripts
- they don't want to use books for learning, but rather role-plays: all pupils pretend to be from another country/town (e.g. Berliner)
- szenario: "How is it to live in a "perfect" village or how is it to live on a strange planet?"
- Final event: all pupils were met among themselves in real

Laurent Gerverau – Institut des Images, Paris "IMAGEDUC"

<http://www.imageduc.net/default.las>

- understanding pictures: how to decode it, how to understand it on their website:
- they proofed five countrys: according to tv-stations, daily newspaper, etc.
- how to illustrate personality in different countries?
- different topics, e.g. the war (iraq) and how to interpret the pictures of the news

Christiane Nill -IB-Bildungszentrum Stuttgart "Bookworm goes online"

[http://www.bookworm4you.net/int/homeenglischenglis\\_2.htm](http://www.bookworm4you.net/int/homeenglischenglis_2.htm)

- Bookworm is a project, which helps girls and women with little web experience in building up an online newspaper.
- content: online-picturestorys, poems, short-stories, internet-ralley

Prof. J. Felix Angulo, Universidad de Cadiz

“Teenagers and Internet: some ideas about the outer space”

- How the youth use the web in school and in their spare time
- What are the differences between using computer in the school and at home
- An example szenario:

The spanish family mainly collect information while using the web

- We have to differ the location of computerworkplaces for kids

Prof. Angulo showed us some pictures of his study:

public rooms (living room) and private rooms (bedroom) /

- by using the chat, most of the youth are lying because of their virtual anonymity
- the use of messenger is only for “invited” friends (they prefer writing with a messenger, than writing an email
- the topics they communicate about (online or offline) are the same

Prof. Divina Frau-Meigs, Université d'Orléans

« Media, New Technologies and e-education : the gab between expectations and means, in Europe »

(the written elaboration will be handed in later, she promised)

- the uncertainty of the position of the new media in education
- only secondary in the syllabus
- the classical subjects are elements slowing down the new media
- there isn't barely a multi-disciplinary education, that means a combination of different subjects
- information, communication, advertisement ← single functions, but one platform
- how can we contain new media into the system of education
- for the school:  
create ZAP (zones of joint affiliation)
- places from all over the world shall find themselves and work on one projekt
  - a multilingual schoolbook
  - the web
  - cd-development
- general master-education (european level), without losing traditional values

Prof. Jose Manuel Pérez Tornero, Universidad Autonoma de Barcelona “elearning Programme – Digital Literacy”

Title changed into:

e-Learning Programme – Through a New Paradigm of Digital Literacy for a Knowledge-based Europe: Objectives and Strategies”

- citizens must be conducted to Media Literacy, Projects always have to be reconsidered for example: what about the possibilities of the technologies: interactive tv

- Media Literacy: have to and shall reach all by “a settlement in the middle of mankind”

- Everybody should have the chance to participate in Media Literacy, we are living in an information society

- Media Literacy already started before school, and without school, so how can teachings be involved in that?

- “Learning by doing” people simply should do something, so that something generally

- terms have to be defined, calibrated, everybody shall understand the same

short-presentation of further projects:

Project “Iperalbum” [www.iperalbum.com](http://www.iperalbum.com)

A “Lunapark”, where kids shall learn highly motivated

A lot of graphics, animations completely in comic-style

Project “Videomakers-online” (Italy) [www.flashvideo.it](http://www.flashvideo.it)

- aims:

selfpromotion of learners / young people

learning by doing

stimulate an exchange

- the result is a common portal (e.g. students from Germany are going to Italy making a movie about an Italian city (without a previous plan)

(the movies are well done!)

Some impressions of the workshop:



view to the right side



view to the left side