

Cornerstones for a media literate Croatia

Croatian curriculum lacks a comprehensive program of media literacy at all levels – contextualizing and deconstructing media messages and producing media content. Education of teachers is not aligned with the demands of modern society and the needs of the students, so their media literacy is worrisome, as evidenced in researches by [GONG](#), [IDI](#) and [SeeYouthMedia](#). Since new school curriculum is about to be created, the project strives to advocate for comprehensive media literacy and collect experience from experts in order to prepare materials for teachers in a participatory process.

CATEGORY

[Access to Education](#)

LOCATION

[Croatia](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

Croatian curriculum lacks a comprehensive program of media literacy at all levels – contextualizing and deconstructing media messages and producing media content. Education of teachers is not aligned with the demands of modern society and the needs of the students, so their media literacy is worrisome, as evidenced in researches by [GONG](#), [IDI](#) and [SeeYouthMedia](#). Since new school curriculum is about to be created, the project strives to advocate for comprehensive media literacy and collect experience from experts in order to prepare materials for teachers in a participatory process.

Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

In order to enable full access to education to all youth, we will collect necessary data and knowledge from American and local experts, develop curriculum recommendations and create educational materials (open and easily accessible online). All activities are interactive and multifunctional, so that outputs can be used both for advocacy purposes of local partners and teachers whose competencies in media literacy will be strengthened. We will use internet websites [Kulturpunkt.hr](#) and [Gong.hr](#) as well as social media to get feedback from the media consumers and to distribute the materials.

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

In Croatian education system media culture is taught through only a few classes each year, so only a small number of interested students get the opportunity to analyze and create media products through school publications. Also, part of media literacy focused on critical consumption of media products could be encouraged through the Civic Education which is not systematically implemented and does not include all students, even though it would be invaluable for transitional and post-war democracy of Croatia.

Through this project we expect to see following changes:

1. Empowered teachers and trainers ready to use the materials we together created in their classes
2. Media literacy has an important place for decision makers and creators of the new educational reform in Croatia
3. Raised consciousness in the wider public about the importance of having media literacy

WEBSITES

<http://www.kulturpunkt.hr/>

<http://gong.hr/>

<https://www.facebook.com/pages/Kulturpunkthr/89410579392?ref=ts&fref=ts>

https://twitter.com/GONG_hr

MEET THE TEAM

Project owner

[Jelena Berković](#)

[Croatia](#)

[International Visitor Leadership Program \(IVLP\)](#)

[remove from project]

Project members

[Manage members](#)

[Martina Globočnik](#)

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[Marina Skrabalo](#)

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[Ron Brown Fellowship Program](#)

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[Andreja Žapčić](#)

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[Janja Sesar](#)

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content throughout entire school curriculum as an important tool for developing critical thinking and civic participation.

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

- Professionals and organizations from NGO sector active on the field of media and media literacy (around 20)
- Primary and secondary school teachers (around 20 will be included in training but more of them will have benefit from the handbook)
- Students of the abovementioned teachers (20 teachers x 25 average students per class = 300)
- Students of social sciences interested in engaging with the issue and gaining training skills, as well as students participating in the informal education of Kulturpunkt.hr Journalistic school (around 15)
- Academic community, media experts and theoreticians in Croatia (around 20)
- Different stakeholders including public servants, decision makers and journalists taking part in the conference and public debate (around 50)
- Wider audience of the internet websites Kulturpunkt.hr and Gong.hr as well as partner non-profit media (around 20 000 readers)

Local partners

Alumnae are employed in and have full support of their civil society organizations

Kurziv and GONG.

Kurziv – Platform for Matters of Culture, Media and Society is a non-profit organization whose activities, realized both in online and offline space, are aimed at changing, reshaping and deepening public discussion on contemporary cultural and artistic practices, civil society and media. Through the internet portal Kulturpunkt.hr, Kurziv intervenes in Croatian media landscape, while Kulturpunkt's Journalistic School offers a set of training courses and lectures for improvement of journalistic skills for young journalists.

GONG is a civil society organization that encourages citizens to actively participate in political processes, through research, advocacy and educational activities. Along with coordination of the initiative for introduction of civic education to schools, GONG's Educational Centre offers Education for civic literacy, a program of professional development for teachers including media literacy aimed at developing critical thinking, basic media literacy skills and insight into Croatian and global media sphere.

Kurziv and GONG have already gained experience in mutual cooperation in media related projects such as production of a radio program Radio Activist at non-profit on-line Radio 808 in 2014 and development of a network of non-profit media N-mreža.

This project is designed to enable further improvement of their respective existing media literacy educational programs: Kurziv will upgrade their curriculum for Educational program for youth aged between 18 and 30 years, while GONG will strengthen their curriculum for Educational program for teachers working on media literacy in their classes in

Alumni team

Janja Sesar, who is an experienced manager of the internet website and coordinator of projects in the field of culture, media and education, will organize the training and contribute to development of the curriculum.

Jelena Berković, who is an experienced radio and newspaper journalist and editor as well as media policy activist, will organize the training and contribute to the development of the curriculum.

Andreja Žapčić, who is a professional journalist and co-author of the "White book - a chronicle of threats and attacks on journalists", will contribute to the development of the curriculum.

Marina Škrabalo, who is experienced in organizational evaluations, strategic planning and action research, will contribute to internal project evaluation system and quality control of all outputs.

Martina Globočnik, who is the author of documentary "Devils red, yellow, green" and book "People from the TV set", will contribute to the development of the curriculum.

Proposed Project Dates: May 17, 2015 - November 17, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

1. Advocacy and networking to encourage quality media literacy education in schools

Meetings focused on raising awareness and providing support for introduction of media literacy in schools will be organized with civil society organizations, university professors and important stakeholders from the education sector.

Output: stakeholder analysis and meeting reports, proposals for decision makers

Timeline: June 2015, September 2015, May 2016

2. Training for trainers

10-15 educators will be trained to teach media literacy through three separate modules. Media samples will be collected and used as case studies on the following illustrative topics: media system and trust in media; representation of gender, ethnic and other stereotypes in media; conflict resolution represented in media, hate speech; propaganda and hidden advertising; biased media reporting; contextualizing and deconstructing media messages.

Output: Curriculum/ program for training for trainers

Timeline: October/November, 2015 February - May, 2016

3. Handbook for medial literacy education

Training participants will develop materials for media literacy to be published as an on-line handbook.

Output: on-line handbook, media materials for case study.

Timeline: Ongoing until April/May, 2016

4. Conference and public debate

Around 50 participants from Croatian CSOs, schools, universities, media, decision makers and other stakeholders, and an international (US) expert will share best media literacy lessons in formal and non-formal education. Recommendations for improving media literacy will be distributed to all important stakeholders and presented to decision makers.

Output: program of the conference, recommendations, list of participants.

Timeline: April/May, 2016

5. Educational program for students

Training for 10 – 15 youth participants will be organized with Kurziv, which has extensive experience in organizing this type of trainings.

Output: Curriculum/ program for training of youth

Timeline: March - June, 2016

6. Educational program for teachers

Training for 15-20 teachers will be organized with GONG, which has extensive experience in organizing trainings on media literacy for teachers.

Output: Curriculum/ program for training for teachers

Timeline: March - June, 2016

Communication Plan

The communication and dissemination plan includes:

- mailing list for exchanging of information and work in progress with direct beneficiaries between the meetings and trainings (teachers, students, participants in the trainings)
- PR tools for wider public – press announcements and communication with journalists regarding the conference and its outputs
- information will be published on the websites Kulturpunkt.hr and Gong.hr (20.000 unique visitors per month) as well as on their social media platforms (Kulturpunkt.hr over 13.000 followers on Facebook) and Kulturpunkt.hr newsletter (over 2.000 readers biweekly)
- a part of the information for teaching materials will be collected in an interactive process with readers of the website Kulturpunkt.hr
- online publication and teaching materials will be free and easily accessible online; they will be present on the mentioned websites and advertised on social media platforms and newsletter
- dissemination of the Recommendations and the materials to the relevant decision makers and other stakeholders in the education system via most appropriate channels (e-mails, newsletters, meetings, conferences)
- collaborations will be established with other non-profit and main stream media to put this issue on the agenda of the public debate
- contribution to the expected formal consultations with the interested publics regarding the changes to the school curriculum (online and offline)
- participation in relevant conferences and other public events related to the changes of the school curriculum
- participation in other media programs (television, radio, print, online) on the topic of media literacy in Croatia

Evaluation

Progress will be continuously assessed both on functioning of project activities in the context of implementation schedules and the use of project inputs by targeted groups in the context of designed expectations. Process-based and results-based monitoring of each activity will be conducted. Evaluation of each educational/training program and the conference will be provided. Participants will get evaluation forms for each activity and their answers will be analyzed and used for improving other educational activities in the program. The internal evaluation will be done on regular project team meetings. This will be complemented by quarterly evaluation/reporting done by project implementation team. The following indicators, both quantitative and qualitative, will be considered: i) what has been achieved, ii) what were the pros and cons of chosen approach and action; iii) what can be improved in the coming period. Additionally, the emphasis will be put on different set of indicators that will be used to determine the level of efficiency concerning each activity. Based on the ongoing evaluation, activities will be improved/adjusted if necessary after each phase of the project.

Sustainability

US Alumnae jointly proposing this project have extensive experience with media literacy programs and a history of mutual cooperation and cooperation with GONG and Kurziv, as well as various initiatives and coalitions organized to support media freedoms and advocate for changes of the school curriculum and introduction of quality civic education in schools (GOOD Initiative).

All project outputs will be disseminated to relevant decision makers and made publicly available through websites and social networks of partner organizations. All recommendations stemming from the project will be integrated into partners' advocacy goals to insure greater impact (GONG is one of the most recognized advocacy CSOs in Croatia).

Partners will be able to repeat trainings periodically and continue to transfer their know-how to other colleagues through informal and networking contacts, while educated trainers will disseminate the gained knowledge through their regular daily activities. Interested stakeholders (elementary and high school teachers, academia, activists, media) will be able to use the handbook and all other materials developed as part of the project free of charge and available online as tools for their future educational activities.

TOTAL FUNDING REQUESTED

\$25,000.00

PROPOSAL DOCUMENT:

[Download budget](#)

Devils Red, Yellow, Green

http://zagrebdox.net/en/2012/programme/retrospectives/fade_in_retrospective/devils_red_yellow_green

