

Media literacy for the global understanding

Omedialiteracy's International Webinar



OMEDIALITERACY

RESEARCH OF THE CHALLENGES AND OPPORTUNITIES OF MEDIA LITERACY POLICIES IN EUROPE

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Introduction

One of the actual biggest societal challenges is the online proliferation of disinformation, misinformation, and 'fake news'.

Long-time exposure to false or misleading information is proved to increase the likelihood that individuals will believe potentially harmful information.

As such context, it was born '**OMEDIALITERACY. Overview of the challenges and opportunities of media literacy policies in Europe**', an initiative funded by the **European Media and Information Fund (EMIF)**, led by the **Communication and Education Office of the UAB**, together with the **NOVA University of Lisbon**, the **University of Vienna** and the **Vrije Universiteit of Amsterdam**, whose main objective is to analyze the state of the art in terms of media literacy and the fight against disinformation in the countries of the respective agents involved: Spain, Portugal, Austria and the Netherlands.

After a year of researching, the coordination team of the project is glad to invite you to the **Omedialiteracy International Webinar. Media literacy for the global understanding**. An event that aims to address some of the challenges of media literacy and the fight against disinformation and to share the results of the Omedialiteracy project

The webinar will take place next **Wednesday, February 14, 2024, from 11:00 to 13:00** (Spanish time) and will feature a presentation by **Samy Tayie**, Chair of the Arab Chapter of UNESCO's MIL Alliance.

Join us!



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Schedule

- 11:00 **Welcoming and introduction.**
- 11:05 **Omedialiteracy. Tackling disinformation in Europe,**
by Beatriz Villarejo.
- 11:25 **Media literacy for the global understanding,**
by Samy Taye.
- 12:00 **Final debate and closure.**

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Speakers



Beatriz Villarejo. Researcher of the UAB's Communication and Education Office. PhD in Education from the University of Barcelona. Her lines of research focus on social inclusion and the democratic participation of vulnerable groups.



Samy Tayie. Chair of UNESCO's MIL Alliance - Arab Chapter. Professor of media studies at Cairo University. PhD from Leicester University, Britain and La Sorbonne, France.

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To attend the webinar, please get
registered here:



For more information visit:

<https://omedialiteracy.univie.ac.at/>

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