

# White Paper on Media Literacy Educational Policy

## *(1) Background*

Facing the most competitive and challenging society of the 21<sup>st</sup> century, learning gateways are gradually leading to diversification in societal environments connected with the global economy and world culture where information is being accumulated exponentially; besides school education, the media is fast becoming the most important knowledge channel for the people. Therefore, students and the public must be educated to be able to recognize and identify reliable media coverage, and possess the ability to discern between positive or negative influences. It has become one of the most essential topics in school and societal education.

Since 2000, the Ministry of Education has amalgamated cultural and educational funds to initiate the “Lifelong Learning Train”, in which the Fubon Cultural & Educational Foundation was responsible for the overall planning of a project called “The Media Explore Train”. At a press conference in January 2002, to introduce “Initiation of Media Literacy Education”, the Ministry of Education announced an aggressive promotion for media literacy education, and invited the Fubon Cultural & Educational Foundation to recruit communication and educational experts as well as scholars, basic level teacher representatives, school executives and media experts to participate in an in depth four-month discussion and planning session. During this period, there were four public hearings which were convened in the north, central, south and east areas of Taiwan for the purpose of gathering opinions from the participant’s social circles. The “White Paper on Media Literacy Educational Policy” was finished in October, and absolutely a great beginning for the media literacy educational policies in Asian countries.

## *(2) Mission of media literacy education:*

1. Formation of community and cultural environment for healthy media.
2. Cultivate activity transformation & practice for media use, media criticism and access right to the media
3. Understand influence and importance of media information for establishing a healthy developing democratic society
4. Constructive citizen communication right
5. Cultivate students’ and citizens’ abilities for independent learning, critical thinking and problem solving

*(3) Vision of media literacy education:*

1. Establishment of healthy media communication channels.
2. Promote lifelong education for media literacy through social educational mechanisms, making it a part of lifelong public education
3. Advance national media literacy abilities, including basic competence and promotion of media education for national discerning newsworthy media information
4. Construct specific and effective strategies, including an integrated support system, for all people's benefit & evaluation.

*(4) Policy of media literacy education:*

1. Put the relevant laws into practice, including the "Radio and Television Act", the "Cable Television Act", "Lifelong Learning Act" and "Regulations Governing the Classification of Television Programs".
2. Organizational functions: Promote the establishment of Media Literacy Educational Committees that are responsible for research and review of planning and policy for future media literacy education, and the organization of a media literacy educational research team.
3. Curriculum contents: Revise "the Curriculum Criteria for High School" to include media literacy educational courses for primary, junior high and senior (vocational) high schools, and encourage students to attend general courses in media literacy education at universities and colleges.
4. Cultivation and continuous education for faculty: Promote in-service training for teachers at primary, junior high and senior (vocational) high schools for upgrading teachers' media professional literacy.
5. Development of educational material: Combine local government resources, implement Grade 1-9 curriculum media literacy education, integrated into each learning field, and all educational materials, instruction manuals for teaching, educational tools, learning manuals and evaluation of all main issues.
6. Support systems: Subsidize academic institutions to hold cross-disciplinary forums for domestic media education, by which domestically different schools and fields can communicate with each other, and encourage teachers' associations, national education counselling at local governments and libraries at all levels to promote media literacy education.
7. Promotion: Encourage local schools to establish media education resource centers and inter-connect schools, social educational institutions, civil societies at all levels and local government to carry out promotional

activities.

8. Survey, research, and evaluation: Develop and establish basic ability indicators for national media literacy and conduct continual media literacy educational research.
9. Media specialty: Government departments must lead to promote media specialty projects, combining resources of civil societies to advance media literacy educational quality.
10. Society education: Use national social and educational networks to establish media literacy educational resources and supporting networks.
11. Construction of a media literacy educational database, and publishment of a professional periodical.