



MC-VIEW

Media literacy and critical viewing as effective outreach to learning throughout life by people with fewer opportunities

NEWSLETTER

November 2022

MC-VIEW'S WEB-BASED PERSONALISED MEDIA LITERACY TRAINING CENTRE

MC-VIEW's web-based personalised media literacy training centre is an artificial intelligence (AI) based-online platform designed to meet the specific needs of low-skilled adults. It serves as a personal trainer, being able to diagnose individual needs and provide a customised learning path to learners, as well as provide adult educators with a very practical tool.

This **online learning path** is based on three steps:

- **Step 1:** knowledge gaps identification, that corresponds to a set of questions to assess the skills of the learner as he/she enters the online platform.
- **Step 2:** learner profile preparation and mapping, through an AI automated process.
- **Step 3:** customised training profile assembly and presentation, based on a set of action cards describing practical activities to be implemented by the learner taking into consideration his/her knowledge gaps.

This second project result is planned to be available in December 2023, after being piloted in all partner countries.



ABOUT MC-VIEW

Media has never been as important as it is in today's information society and media literacy is considered by many as one of the top skills of the 21st century. Thus, it is crucial to support low-skilled adults reaching an appropriate level of media literacy to avoid digital exclusion and disinformation.

Accordingly, the MC-VIEW project's main goal is to foster adult education on media literacy through the development of a set of skills on media, information, and digital competences, as well as to capacitate adult educators.



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MC-VIEW

PARTNERSHIP



Uniwersytet Rzeszowski
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WHY DO WE NEED TO ANALYSE VISUAL MEDIA MESSAGES?

Today's digital age makes people more exposed to a mix of text, image, and video messages (e.g., ads, posters, comic books, videos, social media). However, most people are not fully equipped to process and interpret that information, that sometimes might be misleading (e.g., fake news, political propaganda). Consequently, there is a need to focus on the critical visual learning aspect to effectively interpret the messages we receive every day from multiple sources.

A **critical visual person** is, therefore, someone who can:

- find and access images and visual media effectively and efficiently;
- interpret and analyse the meaning of images and visual media, while identifying intentions, points of view and biases;
- evaluate images and confirm their sources;
- use images and visual media effectively and ethically;
- design and create meaningful images and visual media;
- understand many of the socio-political issues surrounding the creation and use of images and visual media;
- understand what messages images suggest and how they are shaped to influence readers.



LEARNING AND TRAINING ACTIVITY IN GREECE

The MC-VIEW partners joined together in Heraklion, Greece, in May 2022, for a 3-days learning and training activity on media literacy.

The main goal of this activity was to share best practices and know-how on media, information, and digital skills to capacitate adult educators and low-skilled adults.

PARTNERS' MEETING IN SPAIN

After Greece, MC-VIEW partners got together for the second partners' meeting in Valencia, Spain, in October 2022. The main tasks, deadlines and next steps of the project were presented and agreed.



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