



**MC-VIEW**

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

# NEWSLETTER

**November 2023**

## LOCAL PILOTS: A RESOUNDING SUCCESS

The local pilots carried out by all MC-VIEW partner countries have been a resounding success. The project's goal to enhance media literacy among adults with lower qualifications has taken off, and pilot participants feedback could not have been more positive. Therefore, as the project reaches its end, after almost two years of groundbreaking work, its results and impact are optimistic. Each partner was able to engage a minimum of 40 adult educators, and the pilot workshops, both online and face-to-face, were well-received.

Partners conducted the pilot workshops using MC-VIEW's training course materials and adapted them to meet the specific needs of their participants. The modules on media literacy and critical viewing were tested, the training plans of each module were adapted, and the online platform provided an interactive tool for participants to assess their knowledge and identify learning pain points. The workshops were highly productive, lasting a total of 12 hours, spread over, at least, two days, with breaks to cater to different learning styles.

Feedback from participants was encouraging and adult educators present at the workshops stated they would continue to use the MC-VIEW training course materials. Additionally, partners have also collected valuable insights and data that helped them further refine the project training resources and approach.



## 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 21<sup>st</sup> century. It is thus crucial to support low-skilled adults reaching an appropriate level of media literacy to avoid digital exclusion and disinformation.**

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



[www.facebook.com/mcviewproject](https://www.facebook.com/mcviewproject)



[www.youtube.com/channel/UC8N5teg9Miz\\_xUMkXK-kchA](https://www.youtube.com/channel/UC8N5teg9Miz_xUMkXK-kchA)



[www.mc-view.erasmus.site](http://www.mc-view.erasmus.site)



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

PROJECT NUMBER 2021-1-PL01-KA220-ADU-000033539



MC-VIEW

**PARTNERSHIP**



Uniwersytet Rzeszowski  
ur.edu.pl



Centrum Wspierania  
Edukacji  
i Przedsiębiorczości



## MULTIPLIER EVENTS: SPREADING THE WORD

In the last two months of the MC-VIEW project, each partner went the extra mile to organise a local multiplier event. These events were a triumphant effort to raise awareness about the project's topics, ensure comprehensive understanding of its results, foster engaging discussions, and continue to attract external recognition and new users for its achievements. The target groups of these events included adult educators, low-skilled adult learners, and key stakeholders who have played an instrumental role in disseminating the project's results. These events took the form of interactive workshops with dedicated Q&A sessions, fostering substantial conversations among participants. With an average duration of 6-7 hours, they provided a dynamic platform for valuable interactions.

Workshops, which focused on the individual approach to media literacy in the digital environment – the web-based personalised media literacy training centre, received high praise. Moreover, the positive reception of the training content and plans, along with the expressed willingness of adult educators to integrate them into their teaching, underscored the relevance and appropriateness of the MC-VIEW project. These results demonstrate that the MC-VIEW Multiplier Events achieved their objectives and showcased the project's main results effectively across partner countries. The impact and enthusiasm generated by these events solidified partners' commitment to improving media literacy on a broader scale.

## FINAL MEETING IN LISBON

The final meeting of the MC-VIEW project took place in Lisbon, in October 2023, as partners gathered to discuss the final activities before the project ends.

The outcomes of local pilots were discussed, the upcoming multiplier events were fine-tuned, and best practices on the MC-VIEW training resources were shared. It was thus an invaluable opportunity for collaboration and knowledge exchange.

Partners also discussed the project's sustainability after its end, leveraged by the positive reaction of local pilot participants.



[www.facebook.com/mcviewproject](https://www.facebook.com/mcviewproject)



[www.youtube.com/channel/UC8N5teg9Miz\\_xUMkXK-kc4A](https://www.youtube.com/channel/UC8N5teg9Miz_xUMkXK-kc4A)



[www.mc-view.erasmus.site](http://www.mc-view.erasmus.site)



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

PROJECT NUMBER 2021-1-PL01-KA220-ADU-000033539