



# NATIONAL STRATEGIES TO PREVENT MEDIA ADDICTION



# INTRODUCTION

Digital technologies have revolutionised our society, and children today grow up and live in a world where these are ubiquitous.

Education systems are no less affected, not only because technology can impact the way education is delivered, but also because education has a role to play in preparing young people for a tech-driven world.





# MEDIA EDUCATION INCLUDES

- children's cognitive (basic orientation in the media environment)
- psychomotor (active communication in the media environment, creation of their own media content)
- attitudinal (ability to develop their own attitudes towards media products responsible use of media and information)

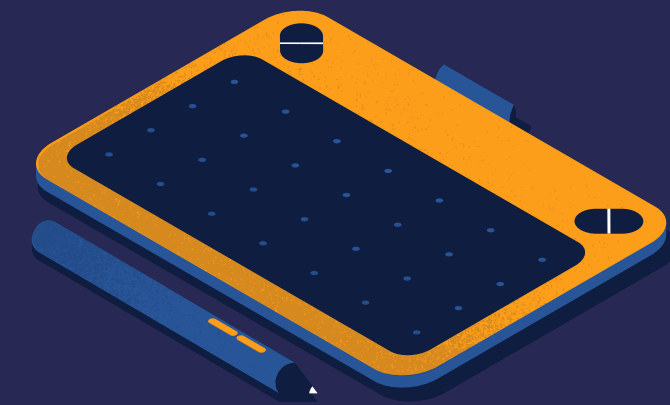
# WHY IS LITERACY IMPORTANT?



to be intellectually  
critical in interpreting  
the things that you see  
and experience



to decode and have a  
deeper understanding  
of how things are and  
how they work



to empower in order to  
affect change to  
yourself and others

# WHAT WAS DONE IN LITHUANIA?

Developing media literacy skills amongst the students and teachers

Together with media experts and partners, workshops were organised for students and teachers

The primary focus was directed towards audiovisual media and media products of particular interest to students, such as films, advertisements, computer games, social networks, television and multimedia journalism.

# NATIONAL STRATEGY

The national strategy on media and information literacy (MIL) does not exist; however the concept of MIL is included into education policy documents: the Information Literacy Framework Programme for Primary Education, and Information Technology Framework Programme for Basic Education (these are national guidelines prepared by the Ministry of Education and Science on skills and competences for secondary schools) have media literacy integrated.

Teaching media literacy at secondary schools (all grades) in non-formal or informal education are available.

The result - Critical Thinking and Media Literacy are implemented nationally.

# THANK YOU FOR LISTENING!

Ylakiai Gymnasium of the  
Skuodas Region

