CASE STUDIES

This section presents a comprehensive overview of case studies highlighting various national initiatives focused on media and information literacy (MIL) programs. These initiatives, targeting policymakers, media professionals, and educational institutions, showcase diverse approaches to integrating MIL into society. The initiatives explore MIL's critical intersections with pressing issues, including extremism, hate speech, good governance, and online safety, offering a detailed insight into its applications and far-reaching impacts.

The initiatives span multiple sectors—schools, libraries, and media organizations—emphasizing developing critical thinking skills, digital safety awareness, and responsible media consumption practices. Each case illustrates how MIL contributes in building informed, resilient societies capable of navigating today's complex media landscape.

Australia

Australia's media literacy programs target not only the public but also media professionals and policymakers, focusing on the critical evaluation of digital information and combating misinformation. These initiatives cover a wide range of sectors, from schools and libraries to media organizations, emphasizing critical thinking, digital safety, and responsible media consumption.

1. **Australian Media Literacy Framework**: This Framework provides guidelines for schools and communities to develop media literacy programs focusing on critical evaluation of media content[1].
2. **eSafety Commissioner**: It offers resources on digital safety, including combating misinformation and cyberbullying.
3. **ABC Education Programs**: These programs provide educational materials to help students critically assess news and media.
4. **ACCC's Digital Platforms Inquiry**: This promotes strategies for enhancing online information transparency.
5. **Child Safety Online Programs**: Programs under this initiative educate children on safe media use and recognizing credible sources.
6. **ACER Initiatives**: These initiatives provide research and resources to integrate media literacy into school curricula.
7. **Teach Mates Project**: The project focuses on media literacy education for teachers and students, encouraging critical thinking.
8. **School-Based Media Literacy Program and Media Literacy Network**: Many Australian schools have implemented media literacy programs supported by local education authorities. It develops resources for educators and communities to teach media literacy across age groups.
9. **Media Diversity Australia**: Australia promotes diversity in media representation and journalism while teaching aspiring journalists about media literacy.

Abu Dhabi

In recent years, Abu Dhabi has made significant strides in promoting media literacy as a fundamental component of its educational and social initiatives. Recognizing the importance of equipping citizens with the skills necessary to navigate the digital landscape, the Emirate has implemented various programs and policies aimed at enhancing media literacy among different demographics.

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[1] Australian Library and Information Association, "Home," Accessed October 29, 2024, https://www.alia.org.au/.

1. **Digital Literacy in Schools**[2]: Abu Dhabi schools emphasize digital literacy beyond technical skills, focusing on critical evaluation, responsible technology use, and safe online practices to empower students as responsible digital citizens.
2. **National Media Council (NMC)**[3]: The NMC promotes media literacy through initiatives aimed at enhancing public understanding of media and responsible consumption. They organize events and campaigns focused on critical thinking.
3. **Smart Dubai's Digital Literacy Program**[4]: This initiative integrates media literacy into broader digital literacy efforts, offering workshops and resources for identifying credible online information.
4. **UAE National Strategy for Cybersecurity**[5]: This strategy incorporates media literacy by focusing on safe online practices and critical information evaluation.
5. **Media Literacy Program by the Ministry of Education**: Integrated into the school curriculum, this program helps students develop skills to analyze media content critically.
6. **Emirati Media Forum**: This forum fosters discussions and workshops to improve media literacy among youth, focusing on contemporary issues.
7. **Youth Media Summit**: Organized by cultural institutions, this summit empowers youth through media literacy, addressing social media's impact and fostering critical thinking skills.
8. **Partners in Learning – Microsoft UAE**: This program supports educators in integrating media literacy into teaching practices, providing training and resources.
9. **Social Media Literacy Workshops**: Various organizations conduct workshops on social media literacy, educating participants on verifying information and understanding social media implications.

Belgium

Belgium has implemented media literacy programs to enhance citizens' digital skills and combat misinformation. Mediawijs, the Flemish Knowledge Centre for Digital and Media Literacy, plays a vital role in supporting government officials, educators, and citizens. It promotes media literacy as essential for democratic participation and good governance, especially in the fight against disinformation.

1. **Mediawijs**: Mediwijs is Belgium's leading center for media literacy, offering workshops, materials, and guidelines for educators, children, and parents.
2. **KID Cyber**: This is an initiative aimed at teaching children and youth how to navigate the digital world safely and critically.
3. **Flemish Minister of Education Initiatives**[6]: These initiatives Integrate media literacy into school curriculums, focusing on critical evaluation of media.
4. **Erasmus+ Projects**: Belgium's participation in Erasmus+ projects fosters international collaboration on media literacy education.
5. **Fact-Checking Initiatives**: Fact-Check organizations educate the public on media misinformation and help verify facts.
6. **Federal Government's Media Literacy Program**: As part of the digital strategy, the Belgian government promotes media literacy through public campaigns and partnerships with educational institutions.

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[2] Edu123India. "Digital Literacy in Schools of Abu Dhabi." Medium, January 10, 2022. https://medium.com/@edu123india/digital-literacy-in-schools-of-abu-dhabi-c2233e719b63.

[3] National Media Council, United Arab Emirates. "National Media Council." https://www.nmc.gov.ae/.

[4] Digital Dubai Authority. "Digital Dubai." Accessed October 29, 2024. https://www.digitaldubai.ae/.

[5] UAE Cyber Emergency Response Team. "Cyber Security Awareness and Resources." https://www.cert.gov.ae/en.

[6] European Digital Media Observatory. "Mapping the Media Literacy Sector in Belgium." https://edmo.eu/resources/repositories/mapping-the-media-literacy-sector/belgium/.

7. **Civic Education Programs & Children's Rights**: Various NGOs provide civic education, including media literacy, to foster democratic engagement and responsible media use. Different programs are being run under Children's Rights and Media focus on educating children about their digital rights and responsible media consumption.
8. **Workshops by Local Libraries**: Public libraries offer workshops on accessing, evaluating, and creating media content responsibly.
9. **Digital Competence Framework**: Adopted by the European Commission, this framework integrates media literacy as a key skill for citizens.

Bhutan

Bhutan recognized the need for improved media literacy to enhance informed decision-making and citizen participation in democracy, especially among students, educators, women, and underprivileged communities[7].

1. **Bhutan Centre for Media and Democracy (BCMD)[8]**: BCMD runs media literacy workshops for students, educators, and underprivileged communities, promoting democratic participation.
2. **Bhutan Media and Communications Institute (BMCI)**: BMCI trains journalists and media professionals in media ethics and literacy.
3. **National Commission for Women and Children (NCWC)**: NCWC focuses on media portrayals and empowerment of women and children through media literacy programs.
4. **Mental Health and Media Literacy Program**: This program educates youth on managing media messages critically, with a focus on mental health.
5. **Bhutan InfoComm and Media Authority (BICMA)**: BICMA regulates media standards and promotes media literacy among the public.
6. **School-Based Programs**: Media literacy is being integrated into school curricula to help students critically evaluate information.
7. **Gasa Media Training**: This organization provides young media professionals with training in ethical journalism and responsible media production.
8. **NGO Workshops**: Various non-governmental organizations host workshops to encourage responsible media consumption among youth.
9. **International Collaborations**: Bhutan engages with international organizations like UNESCO to strengthen its media literacy strategies.
10. **Community Awareness Programs**: Grassroots initiatives promote media literacy at the community level, tackling misinformation and critical thinking.
11. **International Media Literacy Week**: Bhutan celebrates this week with events and workshops to raise awareness of the importance of media literacy.

Canada

The Canadian government recognized the need to equip young citizens with the ability to critically and responsibly engage with all forms of media. As the digital landscape rapidly evolved, ensuring students had the tools to navigate it safely and thoughtfully became a priority.

1. **Collaborative Efforts and Educational Frameworks:** The government and organizations like MediaSmarts[9] developed comprehensive frameworks for digital media literacy. These

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[7]United Nations in Bhutan. "Strengthening the Foundations of Democracy through Media Literacy in Bhutan." October 12, 2021. https://bhutan.un.org/en/151129-strengthening-foundations-democracy-through-media-literacy-bhutan.

[8] United Nations in Bhutan. "Strengthening the Foundations of Democracy through Media Literacy in Bhutan." October 12, 2021. https://bhutan.un.org/en/151129-strengthening-foundations-democracy-through-media-literacy-bhutan.

[9] MediaSmarts. Digital Media Literacy Framework. Last modified June 2023. https://mediasmarts.ca/sites/default/files/2023-06/digital-media-literacy-framework.pdf.

frameworks, based on research and consultations, outlined age-specific approaches for teaching media literacy from grades K-12. Resources were integrated into the school curriculum, and partnerships with parents were encouraged.

2. **Media Literacy Week[10]:** Major initiatives included interactive lessons, teacher guides, and public awareness campaigns such as Media Literacy Week.
3. **The Digital Citizen Initiatives:** This initiative focused on enabling children and youth to recognize misinformation, critically evaluate online content, and understand media influences on body image, gender norms, and online behaviors. These initiatives targeted issues like cyberbullying, hate speech, and misinformation. MediaSmarts provided resources for students, teachers, and parents, while other organizations like the CBC and Canadian Teachers' Federation contributed to fostering responsible digital citizenship.

Denmark

Denmark identified the need for media literacy to combat misinformation and ensure informed public participation, focusing on children, young adults, and the broader population.

1. **Danish Media Council**: This Council provides guidelines and resources for children, parents, and educators to improve media literacy[11].
2. **TV2's Initiative**: It produces content to help audiences critically evaluate news and media.
3. **Fact-checking Services**: Organizations like TjekDet offer fact-checking to combat misinformation and educate the public.
4. **Digital Citizenship Education**: NGOs promote responsible digital navigation.
5. **"Media and Information in Schools"**: This initiative encourages dialogue between educators, media professionals, and students. Media Literacy education is integrated into the national curriculum, with teachers supported by resources.
6. **Library Programs & Research Initiatives**: The Danish Library Association supports media literacy through educational initiatives. Universities are encouraged to do research and study the effects of media on society.
7. **Project "News Literacy"**: This project teaches high school students about reliable news sources.
8. **Digital Denmark Campaign**: The campaign promotes digital and media skills for all citizens throughout the country.

Finland

Finland has consistently ranked first in the Media Literacy Index since 2017, a recognition of its comprehensive approach to combating misinformation. The government, through the Ministry of Education and Culture and the National Audiovisual Institute (KAVI), promotes media literacy from early childhood education through high school. Media education is integrated into the national curriculum, teaching students to safely navigate media, distinguish between fiction and truth, and critically analyze media content.

1. **Ministry of Education and Culture & the National Audiovisual Institute (KAVI)**: Finland has consistently ranked first in the Media Literacy Index since 2017, a recognition of its comprehensive approach to combating misinformation[12]. The government promotes media literacy from early childhood education through high school.

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[10] Government of Canada. "Ongoing Support for Research and Media Literacy Projects as Canada Continues to Fight Online Disinformation." February 9, 2021. https://www.canada.ca/en/canadian-heritage/news/2021/02/ongoing-support-for-research-and-media-literacy-projects-as-canada-continues-to-fight-online-disinformation.html.
[11] Medierådet for Børn og Unge. "Medierådet for Børn og Unge." Accessed October 29, 2024. https://medieraadet.dk/.
[12] Toolbox Finland. "Media Literacy and Education in Finland." Accessed October 29, 2024. https://toolbox.finland.fi/life-society/media-literacy-and-education-in-finland/.

2. **National Curriculum**: Media education is integrated into the national curriculum, teaching students to safely navigate media, distinguish between fiction and truth, and critically analyze media content.
3. **Collaborative and Educational Initiative**s: Finland's media literacy framework involves numerous actors working together, with KAVI responsible for national implementation. Media education begins with playful experimentation in early childhood, evolving to critical media analysis and content production in higher grades. Workshops, public broadcasting, and research projects like Koulu ja Media provide further resources, enhancing the public's ability to resist misinformation and engage with media responsibly.
4. **Early Learning to Advanced Media Literacy**: Children and youth in Finland are taught to critically engage with media through a structured, lifelong learning approach. By secondary school, students produce media content, develop narrative and technical skills, and critically evaluate the role of media in society. This framework ensures that Finnish citizens grow up with the digital skills necessary to analyze, create, and responsibly consume media.

France
France has strengthened its media literacy efforts to combat misinformation, extremism, and hate speech, integrating media literacy into the national curriculum.

1. **Learning for Justice:** Programs have been adopted that emphasize critical thinking, understanding of digital media, and public awareness of legal and civic responsibilities regarding media consumption[13].
2. **Ministry of National Education Initiative[14]**: It integrates media literacy into primary and secondary education curricula.
3. **CNIL Educational Resources**: It focuses on educating the public about data protection, media literacy, and digital rights.
4. **#StopHaïte Campaign**: It is a public initiative aimed at combating hate speech through media literacy workshops and awareness campaigns.
5. **National Centre for Media Education**: It promotes media education through partnerships with schools and organizations.
6. **"Les Clés de la Réussite" Program**: It provides resources for high school students to critically engage with media and verify information.
7. **MIL Workshops by NGOs**: Workshops are conducted by NGOs and educational institutions to improve media literacy and critical thinking.
8. **France Télévisions Educational Initiatives**: It offers programs that teach young audiences media production and critical media analysis.
9. **Numériqu'educ Program**: It aims to teach digital and media literacy to students for safe and critical navigation of the digital world.
10. **INA (Institut National de l'Audiovisuel)**: It provides educational programs focused on audiovisual media literacy.
11. **European Media Literacy Network**: It collaborates with European partners to promote media literacy across borders.

Germany
Germany's media literacy initiatives are among the most advanced in Europe, integrating strict legal frameworks like NetzDG, which regulates social media content and mandates the removal of hate speech.

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[13] Learning for Justice. "Against Hate: Media Literacy and Other Tools for Combating Extremism." April 25, 2023. https://www.learningforjustice.org/professional-development/webinars/against-hate-media-literacy-and-other-tools-for-combating
[14] États Généraux de l'Information. "Home." https://etats-generaux-information.fr/.

Media literacy efforts are closely linked with digital literacy, particularly in educating citizens about misinformation and responsible media engagement.

1. **NetzDG:** Germany's media literacy initiatives are among the most advanced in Europe, integrating strict legal frameworks like NetzDG, which regulates social media content and mandates the removal of hate speech. Media literacy efforts are closely linked with digital literacy, particularly in educating citizens about misinformation and responsible media engagement [15].
2. **German Media Literacy Program (Medienkompetenz)**: It supports various educational formats, workshops, and resources focused on improving media literacy among children and adolescents.
3. **Klicksafe**: It promotes safe and responsible internet use among children and young people by offering educational resources on recognizing misinformation and digital privacy.
4. **Federal Agency for Civic Education (BPB)**: It provides tools and resources to help educators and the public critically assess media information and engage in informed discussions.
5. **Medienscouts**: It trains students to assist peers in developing media literacy, focusing on issues like cyberbullying and critical media evaluation.
6. **Network for Media Literacy (Netzwerk Medienkompetenz)**: It connects various stakeholders to promote media literacy by sharing resources and best practices.
7. **Youth and Media Strategy**: It aims to improve media education in schools by offering resources and frameworks for teaching media literacy.
8. **Digital@School**: It integrates digital teaching resources and media literacy into school curricula, providing teachers with the tools to foster media literacy.
9. **Fact Check Initiatives**: Correctiv.org and other fact-checking organizations combat disinformation and educate the public on evaluating media credibility.

Italy

Although Italy has not yet developed a comprehensive national media literacy strategy, various initiatives are underway to address this need. Below are some of the key efforts currently being implemented in Italy.

1. **IDMO and RAI:** Italy has not yet developed a national media literacy strategy, but various efforts are underway. IDMO leads workshops against disinformation, enhancing journalists' digital skills. Digital civic education has had a limited impact. RAI launched a video series on disinformation aimed at schools and citizens to promote critical thinking [16].
2. **Ministry of Education Initiatives**: Media literacy is promoted in schools with guidelines for integrating media education into teaching practices.
3. **"La Buona Informazione" Campaign**: AGCOM's campaign teaches youth to recognize misinformation and think critically about the news.
4. **Italian Registry of Journalists**: It projects to improve media literacy and journalistic standards.
5. **Civics Education in Schools & Media Education for Active Citizenship**: Media literacy is integrated into civics education, teaching responsible media use. Teachers are encouraged to incorporate media education to help students critically analyze media messages. It aims to foster critical thinking and media engagement for young citizens.
6. **European Media Literacy Projects**: Italy participates in EU initiatives like "Media Literacy for All" to enhance media competence.

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[15] Centre for Media Pluralism and Media Freedom. "Media Pluralism Monitor 2021: Executive Summary." Accessed October 29, 2024. https://cmpf.eui.eu/mpm2021-executive-summary/.
[16] EDMO. "Mapping the Media Literacy Sector: Italy." https://edmo.eu/resources/repositories/mapping-the-media-literacy-sector/italy/.

7. **"Generation Z" Project**: It focuses on teaching youth digital literacy and how to spot misinformation.
8. **UNESCO MIL Alliance**: Italy is involved in UNESCO's efforts to promote media literacy through campaigns.
9. **Cineforum and Media Literacy Workshops**: Film discussions are organized by cultural institutions to foster critical thinking about media.

Ireland

Ireland has made significant progress in media literacy, focusing on building capacities to counter disinformation, particularly in response to the war in Ukraine. Key initiatives target policymakers, teachers, and the general public.

1. **Broadcasting Authority of Ireland (BAI)** [17]: BAI develops resources and initiatives to enhance media literacy across various demographics, focusing on critical evaluation of media content.
2. **Educating for Media Literacy (EML)**: It is a collaborative project providing training and resources for teachers and students to promote media literacy through integrated methodologies.
3. **Young People's Media Project (YPM)**: It empowers youth with skills to engage critically with media through workshops and resources.
4. **Irish National Teachers' Organisation (INTO)**: It supports teachers in integrating media literacy into their classrooms by offering professional development and resources.
5. **Safer Internet Day Campaign**: It promotes online safety and media literacy through events and resources, raising awareness of safe internet use.
6. **RTÉ's Media Literacy Initiatives**: Ireland's national broadcaster produces educational content to improve media literacy among young people, focusing on critical viewing skills.
7. **Department of Education's Digital Learning Framework**: It supports schools in embedding digital and media literacy into their curricula.
8. **MediaWise Initiative**: It provides workshops and resources that teach critical thinking about media messages and digital content to young people.

Japan

Japan recognized the importance of media literacy for its citizens to navigate digital content, avoid misinformation, and make informed decisions. The Japanese government initiated programs in collaboration with educational institutions and media organizations, emphasizing public workshops and digital literacy campaigns.

1. **Media Literacy Promotion Project**[18]: It enhances media literacy among students with resources and training.
2. **Nippon.com Resources**: It provides educational material for improving media literacy.
3. **Digital Agency Initiatives**: Focuses on digital and media literacy for effective online navigation.
4. **MEXT's Program**: It integrates media literacy into school curriculums.
5. **"Safe and Secure Internet Use"**:IIt promotes online safety, particularly for children and parents.
6. **METI's New Media Literacy Project**: It focuses on understanding digital content and media influences.
7. **NHK Education Programs**: They offer media literacy resources through national broadcasting.
8. **Civic Engagement Projects**: Various NGOs promote media literacy as part of civic education.

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[17] Media Literacy Ireland. "Mapping European Media Literacy Initiatives in Response to the War in Ukraine." https://www.medialiteracyireland.ie/mapping-european-media-literacy-initiatives-in-response-to-the-war-in-ukraine/.
[18] Ministry of Internal Affairs and Communications, Japan. "Homepage." https://www.soumu.go.jp/english/.

9. **Research and Teacher Training in Media Literacy**: Universities explore improvements and impacts of media education. Various training sessions help teachers incorporate media literacy into classrooms.

Norway

Norway places a strong emphasis on media literacy, with initiatives led by the Norwegian Media Authority (Medietilsynet) and collaborations with libraries and schools. Media literacy is integrated into the national curriculum, promoting critical thinking skills, online safety, and responsible digital citizenship.

1. **Norwegian Media Authority (Medietilsynet)** [19]**:** Norway places a strong emphasis on media literacy, with initiatives led by the Norwegian Media Authority (Medietilsynet) and collaborations with libraries and schools. Media literacy is integrated into the national curriculum, promoting critical thinking skills, online safety, and responsible digital citizenship.
2. **Tenk:** Programs such as Tenk provide educational exhibitions and online courses that teach students to evaluate digital content and recognize misinformation.
3. **NRK:** Workshops and initiatives by organizations like NRK and various NGOs offer resources for teaching critical media consumption. The
4. **Norwegian Directorate for Education and Training's Digital Competence Framework:** Norwegian Directorate for Education and Training's Digital Competence Framework guides integrating media literacy into education[20].
5. **Media Savvy and Safety initiatives:** Norwegian initiatives focus on empowering students to critically analyze media, understand the impact of digital content, and practice safe online behavior. The integration of media literacy into national education policies ensures that students grow up equipped to deal with complex digital environments.

Nigeria

Media and information literacy (MIL) is underdeveloped in Nigeria, but civil society and international organizations like UNESCO are making efforts. The Dubawa project trains journalists on fact-checking and misinformation detection[21].

1. **Dubawa Project:** The Dubawa project trains journalists on fact-checking and misinformation detection[22].
2. **Media Awareness and Literacy Initiative (MALI)**: MALI conducts workshops on media rights, critical engagement, and misinformation.
3. **National Orientation Agency (NOA)**: NOA promotes civic and media literacy through campaigns.
4. **Nigeria's MIL Strategy**: It aims to integrate MIL into curricula and raise awareness of information rights.
5. **BBC Media Action**: It improves public knowledge on media consumption and public service broadcasting.

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[19] Media & Learning. "Media Literacy in Norway." https://media-and-learning.eu/subject/media-literacy/media-literacy-in-norway/.
[20] Media & Learning. "Media Literacy in Norway." https://media-and-learning.eu/subject/media-literacy/media-literacy-in-norway/.
[21] UNESCO. *Global Media and Information Literacy Assessment Framework.* 2019. https://unesdoc.unesco.org/ark:/48223/pf0000373562.
[22] UNESCO. *Global Media and Information Literacy Assessment Framework.* 2019. https://unesdoc.unesco.org/ark:/48223/pf0000373562.

6. **Partnership for Media and Information Literacy (PMIL)**: PMIL collaborates and organizes youth and educator-focused media literacy workshops.
7. **ACMIL Digital Media Literacy Training**: It provides workshops on critically assessing online content.
8. **FightAgainstFakeNews Campaign**: The campaign educates the public on verifying information before sharing.
9. **Social Media and Youth Interventions & University Programs**: NGO-led programs teach youth responsible social media use and digital ethics. Universities like Lagos and Ahmadu Bello incorporate MIL into communication courses.
10. **Nigeria Media Week**: An annual event promoting trustworthy media and journalism's role in democracy is held.

Netherlands

The Netherlands has a strong media literacy framework, scoring low in media pluralism. Initiatives focus on educating the general public, policymakers, and educators to recognize misinformation and promote digital literacy.

1. **MediaWijzer.net**: A national network promoting media literacy by connecting organizations and educators to share resources and best practices [23].
2. **Dutch Media Authority (CvdM)**[24]: It is involved in initiatives to increase media literacy, particularly among youth, through reports and guidelines for responsible media use.
3. **National Curriculum for Media Literacy**: It integrates media literacy into the national educational curriculum, helping students develop critical media analysis skills.
4. **Kennisnet**: It supports the digital learning process in Dutch education by providing tools and resources for media literacy integration.
5. **Youth Media Foundation (Stichting Jeugd en Media)**: It promotes media literacy among young people through workshops and programs focused on critical media consumption and production.
6. **Media Literacy for All Project**: It focuses on promoting media literacy among vulnerable groups through training and resources to help individuals critically assess media.
7. **Fake News Awareness Campaigns**: NGOs and educational institutions run workshops and materials to raise awareness about fake news and misinformation.
8. **Dutch Research Initiative on Media Literacy**: Universities research to understand media interactions and the societal role of media literacy.

New Zealand

New Zealand recognizes the importance of media literacy in enriching public engagement and awareness. The government, in partnership with various organizations, has launched initiatives to promote critical media skills among its citizens. Through school curricula, public campaigns, and community initiatives, New Zealand promotes media literacy by offering educational resources, training for teachers, and public workshops.

1. **Media Literacy Strategy**: The Ministry of Education integrates media literacy into school curricula with resources and guidelines
2. **Initiatives to promote critical media skills:** New Zealand recognizes the importance of media literacy in enriching public engagement and awareness. The government, in partnership with

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[23] Positive Online Content for Kids. "Netherlands." https://www.positiveonlinecontentforkids.eu/netherlands.
[24] Centre for Media Pluralism and Media Freedom. "Media Pluralism Monitor 2021: Executive Summary." https://cmpf.eui.eu/mpm2021-executive-summary/.

various organizations, has launched initiatives to promote critical media skills among its citizens[25].

3. **Digital Technologies in Schools**: It focuses on equipping students with digital and media literacy skills.
4. **NZAME Initiatives**: It provides teacher training and resources for media education.
5. **"Think Before You Share" Campaign**: A public campaign urging critical thinking before sharing online content is organized
6. **Netsafe's Digital Citizenship Program**: It focuses on online behavior, misinformation, and responsible media consumption.
7. **New Zealand Media Council**: It offers guidelines promoting accurate reporting and public media engagement.
8. **"Digital Literacy for All" Project**: It enhances media literacy for youth and marginalized communities.
9. **Library Workshops & University Programs**: Public libraries host programs on evaluating digital content and understanding media. Media literacy is included in journalism and media studies curricula at universities.
10. **"Be Internet Awesome" Program**: It educates children about safe internet use and media literacy.

South Korea

South Korea, a global leader in technology, prioritizes media literacy as a crucial aspect of its education system. With rapid integration into the digital world, South Korea revised its national curriculum in 2022 to emphasize digital and media literacy. This highlights the government's commitment to equipping students with the skills needed to critically engage with media. Media literacy in South Korea is promoted through various national and organizational efforts.

1. **MIL in Universities and Schools National Curriculum**: With rapid integration into the digital world, South Korea revised its national curriculum in 2022 to emphasize digital and media literacy[26]. MIL is integrated into the core curriculum, students are taught about media impact, digital citizenship, and critical consumption. Universities like SNU and Yonsei study the societal impact of media, contributing to public understanding.
2. **Media Literacy Promotion Program by KBS**: KBS runs workshops and interactive programs for children and adolescents, teaching them to understand media influences and develop critical thinking.
3. **The National Institute for Lifelong Education** offers adult education programs that help citizens evaluate digital content and effectively analyze information sources.
4. **Korea Media Rating Board (KMRB)**: It focuses on age-appropriate media consumption guidelines and educates the public on media literacy.
5. **Cyber Wise Program**: It educates youth about safe and responsible internet use, focusing on critical evaluation of online content.
6. **Korean Journalists Association (KJA)**: It provides training and seminars on journalism ethics and the media's societal role.
7. **Media Literacy Campaigns**: NGOs and community groups raise awareness about misinformation and critical media practices.
8. **Digital Competence Framework**: A national initiative focusing on digital skills, including media literacy is running in the country.

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[25] New Zealand Ministry of Education. "Homepage." https://www.education.govt.nz/.

[26] Wagner, R. K., and A. S. B. S. Fernández. "The Importance of Media Literacy in the 21st Century." In Media Literacy in a Changing World, 103-116. Dordrecht: Springer, 2009. https://link.springer.com/chapter/10.1007/978-1-4020-9529-0_6.

9. **Youth Media Literacy Programs by KCC**: It promotes media awareness and critical engagement among the youth through assessments and programs.

Singapore

Singapore has prioritized media literacy to ensure that citizens can critically engage with digital content and navigate media responsibly, particularly in combating misinformation. The government, led by the Infocomm Media Development Authority (IMDA), promotes media literacy through national programs, school initiatives, and public awareness campaigns.

1. **Media Literacy Council (MLC)**[27]: It develops initiatives to enhance critical thinking and discern misinformation.
2. **(IMDA):** The government, led by the Infocomm Media Development Authority (IMDA), promotes media literacy through national programs, school initiatives, and public awareness campaigns[28].
3. **MediaSmart™ Program**: It focuses on student media literacy through workshops and activities.
4. **Cyber Wellness Program**: It teaches students responsible for digital behavior, including media literacy.
5. **IMDA Initiatives**: It enhances digital literacy with workshops and resources for responsible media consumption.
6. **NLB Workshops**: The National Library Board offers workshops on evaluating digital content.
7. **Fact-Checking Initiatives**: Campaigns to combat misinformation through public awareness and fact-checking are run throughout the year.
8. **Digital Citizenship Program & Community Engagement**: It teaches responsible online behavior and media's societal impact. Libraries and community centers host workshops to improve media literacy.
9. **Media Literacy in Curriculum**: It is integrated into the national curriculum to develop critical media skills.
10. **Campaigns Against Fake News**: There are various government initiatives to educate the public on recognizing and avoiding fake news.

Sweden

Sweden has robust structures for promoting media literacy and social inclusiveness through partnerships between the government and civil society. Sweden's media literacy initiatives are integrated into the schooling system, enabling students to engage critically with media. The government and civil society promote responsible online behavior, using media literacy as a tool against hate speech and extremism. Key initiatives include:

1. **Swedish Media Council**: The Swedish Media Council plays a central role by providing educational materials and programs to enhance critical thinking and media analysis skills. Strategies include public campaigns and school programs, supported by the Swedish National Agency for Education, to foster a critical approach to media content[29]. It provides resources for children, parents, and educators to promote critical thinking.
2. **KUL - Norrbotten County's Media Literacy Project**: It integrates media literacy into schools through workshops and training.
3. **Swedish National Agency for Education (Skolverket)**: It develops frameworks for media literacy in the national curriculum.

[27] National Library Board Singapore. "Homepage." https://www.nlb.gov.sg/main/home.
[28] Infocomm Media Development Authority (IMDA) Singapore. "Homepage." https://www.imda.gov.sg/.
[29] Swedish Media Council. "Homepage." https://www.mediaradet.se/.

4. **School Library Program and Digital Competence in Education**: It emphasizes digital literacy in schools, fostering information evaluation skills. It enhances educators' ability to teach media literacy through various projects.
5. **Media Literacy Initiative by SVT**: This initiative introduces educational content for young audiences to encourage critical thinking.
6. **Media Education Fund**: It funds projects to enhance public knowledge about media and critical thinking skills. Special focus is paid to research on media engagement to inform educational practices and policies.

United Kingdom

The UK has a well-established media literacy framework led by Ofcom and initiatives like the BBC Academy's journalist training to combat misinformation. Projects from the Media Trust and the National Literacy Trust aim to boost digital literacy, while government efforts focus on critical thinking and digital awareness.

1. **Ofcom Media Literacy Framework**[30]: Ofcom provides resources to enhance public understanding of media and technology.
2. **BBC Bitesize**: It offers media literacy educational resources for students to critically assess media.
3. **Independent Press Standards Organization (IPSO)**: It provides guidelines and materials for media literacy and evaluating news sources.
4. **Media Trust**: It runs programs that empower young people to engage critically with media.
5. **UK Council for Child Internet Safety**: It helps children develop digital and media literacy skills for safe online navigation.
6. **News Literacy Project**: It expands efforts to teach students to identify credible news in the UK.
7. **Media Literacy Now (UK)**: It advocates for integrating media literacy into the curriculum.
8. **Schools' Digital Challenge**: Collaborative workshops are held to integrate digital and media literacy in schools.
9. **5Rights Foundation**: It focuses on making the digital world safer for children, and promoting media literacy.
10. **Digital Leaders Programme**: It trains youth to promote responsible digital citizenship and media literacy.

United States

The U.S. is advancing media literacy due to political divisions and the spread of disinformation. The News Literacy Project and universities focus on media ethics and combating misinformation, with support from organizations like the Knight Foundation.

1. **Knight Foundation:** The U.S. is advancing media literacy due to political divisions and the spread of disinformation. The News Literacy Project and universities focus on media ethics and combating misinformation, with support from organizations like the Knight Foundation[31].
2. **National Association for Media Literacy Education (NAMLE)**: NAMILE promotes media literacy education through resources, conferences, and advocacy.
3. **MediaSmarts**: It offers educational materials that help students critically engage with media (Canada-based but used in U.S. classrooms).

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[30] UK Government. "Online Media Literacy Strategy." https://www.gov.uk/government/publications/online-media-literacy-strategy#:~:text=The%20Media%20Literacy%20Strategy%20sets,Data%20and%20privacy.
[31] American Councils for International Education. "Media Literacy Programs." https://www.americancouncils.org/programs/media-literacy-programs.

4. **News Literacy Project**: It provides programs like "Checkology" to teach students how to evaluate news and recognize misinformation.
5. **Digital Citizenship Initiative**: It offers resources to teach digital citizenship, including media literacy, through Common Sense Education.
6. **Media Literacy Now**: It advocates for integrating media literacy into school curricula nationwide.
7. **PBS LearningMedia**: It provides educators with media literacy tools and lesson plans.
8. **Center for Media Literacy (CML)**: CML offers training and curricular materials to promote media literacy education.
9. **iCivics**: It interactive tool to teach civic education and media literacy, founded by Justice Sandra Day O'Connor.
10. **Allied Media Projects**: It focuses on media as a tool for social change, promoting critical media literacy.
11. **Media Literacy Project**: It offers training and resources to promote critical media engagement in communities.