



Amman Office
مكتب عمان

United Nations
Educational, Scientific and
Cultural Organization

منظمة الأمم المتحدة
للتربية والعلم والثقافة

تمكين الشباب
التربية الإعلامية والمعلوماتية



YOUTH EMPOWERMENT
Media & Information Literacy



Funded by the European Union
بتمويل من الاتحاد الأوروبي

“Youth Empowerment” project

Why we are here:

Promoting Media and Information Literacy to build critical minds

Why a project on MIL

Today the abundance of media content gives us increased opportunities to find **information**, but also **disinformation, misinformation...**

In parallel: increase of polarization, hate speech, radicalization and extremism happening both offline and online

This “discourse of fear”, challenges human rights and disrupts human solidarity

Why MIL?

Everybody could be consumer and producer of information, misinformation and disinformation...

Media can directly or indirectly challenge or give validation to polarized rhetoric

→ *Media and Information Literacy among the* **most effective responses to polarization and division**

What is MIL for UNESCO?



[:http://unesdoc.unesco.org/images/0022/002256/225606e.pdf](http://unesdoc.unesco.org/images/0022/002256/225606e.pdf)

What is MIL?

- MIL: combination of competencies (knowledge, skills and attitudes) each citizen should possess in order to navigate a knowledge society.
- MIL empowers citizens to:
 - Understand the functions of media and other information providers
 - Critically evaluate their content
 - Make informed decisions as users and producers of information and media content

Youth Empowerment Project

The Youth Empowerment project works to advance Media and Information Literacy (MIL) as a holistic response to foster safe and ethic **use, consumption** and **production** of media and internet among youth in Jordan.

Youth Empowerment Project

18 month project (July 2018-December 2019)

EU

UNESCO

MoSMA

MoE

National and International NGOs

Youth Empowerment Project

The Project aims at deconstructing stereotypes and promoting mutual understanding among youth in Jordan, through three main components:

- Public schools
- Local radio stations
- Civil society organizations

→ *in line with 2019-2020 Gov priorities*

Local Radio Stations

Specific objective 3: Professors and students in Irbid and Ma'an produce and broadcast on-air MIL content that prevents hate speech

Output

3.1) 8 editors in chief (professors and students) and 50 students at Yarmouk and Al Hussein Bin Talal Universities radio stations are trained on MIL skills;

3.2) At least 30 pilot radio shows are developed by professors and students and broadcast by Yarmouk FM and Sawt Al Janoub radios and other radio stations.

Local Radio Stations

- Carry out 3-day-training workshops on MIL for at least 4 editors in chief (professors and students) in Yarmouk University and 4 in Al Hussein Bin Talal University
- Carry out 2-day-training workshops on MIL for at least 50 students, including volunteers of the Yarmouk FM and Sawt Al Janoub radio stations
- Mentorship programme

Youth Empowerment Project

Where?

In Jordan, the project will be implemented across four governorates:
Irbid, Zarqa, Ma' an and Mafrag





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THANK YOU!