Freedom of expression/media → Media literacy
Media literacy in Western Balkans countries:

- State of art
- Policy
- Stakeholders/initiatives
The index assesses the resilience potential to fake news in 41 European countries, using 3 indicators:

- Media freedom indicator (Freedom House & RwB)
- Education (PISA)
- Trust in people
Media Literacy Index 2022
Media literacy in Western Balkans countries - POLICY:

- Media
- Education
- Security
- Montenegro / media strategy 2022-2026 (enhancement of media literacy in all segments of the society, strategic goal; contains Action plan with the deadlines)

- Serbia / media strategy 2020/2025

- North Macedonia/no current strategy/Program for Promoting Media Literacy 2016-2018/ Media Literacy Policy (2019)

- Kosovo/no harmonized strategy, but MIL concepts are included in curricula on different levels as well as in media policies

- BiH no strategy, and no prospect of adopting it/ sporadic and often disconnected initiatives independent from one another
STAKEHOLDERS/INITIATIVES:

MAJOR CHALLENGES

- Sustainable funding
- International donors driven development / lack of continuity as the focus shifts
Media regulators are progressively becoming more relevant players in enhancing media literacy in respective countries.
CURRENT INITIATIVES:

Variety of different types of interventions

- Educational
  1. Integration of ML into formal education system
  2. Integration of ML into informal education
  3. Creation of the training materials
  4. Training

- Advocacy
- Fact-checking
EDUCATION

➢ Lack of systematic integration in formal education process
➢ CSO’s active in informal education process, depending on availability of donor funding
ADVOCACY

- Mainly sporadic and dependent on the funding
- CSO’s & media regulators
- Development of networks
FACT CHECKING

Razabiranje
Rubrika posvećena dezinformacijama i manipulativnom izvještavanju o izbornim temama.

Pregled sedmice: Neuporedive potrošačke korpe, Svjetsko prvenstvo i dezinformacije o vakcinama
Većina dezinformacija koje smo analizirali tokom proteklih sedmiča ticala se vakcina protiv Covid-19, rata u Ukrajini i Svjetskog fudbalskog prvenstva u Kataru.

Preko margine
Rubrika posvećena dezinformacijama i nekorektnom izvještavanju o ranjivim, diskriminiranim i marginalizovanim grupama.

Iza lažnih prazničnih nagradnih igara kriju se finansijske prevare
Na nekoliko sumnjivih Facebook stranica objavljene su lažne nagradne igre u...

Lažna vijest

04.12.2022

Infopedia: “Pop-up” reklame preko izmišljenih tragedija i nepostojećih lijekova
Anotnim portal Infopedia lažno se predstavlja kao medij i svakodnevno obj...

Lažna vijest
Prenocenje lažnih vijesti
02.12.2022
RECOMENDATIONS:

- Work toward the systematic/strategic approach to development of ML
- Better coordinated action by the donor community
- Balanced and continuing funding
Questions?

THANK YOU FOR THE ATTENTION