



## EUROPEAN COMMISSION

Directorate-General for Communications Networks, Content and Technology

Media and Data  
**Converging Media and Content**

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### **Mandate of the Expert Group on Media Literacy**

"Media literacy" is an umbrella expression that includes all the technical, cognitive, social, civic and creative capacities that allow a citizen to access, have a critical understanding of the media and interact with it. These capacities allow the citizen to participate in the economic, social and cultural aspects of society as well as to play an active role in the democratic process. It refers to all kind of media (television, radio, press), through all kind of channels (traditional, internet, social media) and to all ages. "Media literacy" means different things for different countries and stakeholders. It is also a dynamic concept that evolves at the same that technology and society. However, a key stone in all possible definitions of media literacy is the development of critical thinking by the user.

This group works on the basis of "Media literacy" as an umbrella expression that encompasses many possible definitions.

#### **Objectives of the group:**

This group has three objectives:

- Discover, bring to the light, document and extend good practices in the field of media literacy;
- Facilitate networking between different stakeholders, with the aim of cross-fertilisation;
- Explore synergies between different EU policies and media literacy initiatives.

#### **Participation:**

The group is chaired by the European Commission.

The members of the group are Member States.

In addition, the European Commission invites the following as observers:

- Experts nominated by candidate countries and EEA countries;
- Representatives of European associations and Foundations active in the field of media literacy;
- Representatives from international organisations (Council of Europe, UNESCO).

Researchers and Universities can also be accepted as observers at their own request.

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