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## It's showtime!

Being informed has never been easier than it is today in the digitized world

Who grows up nowadays belongs to the so-called digital natives. This means that a world without a comprehensive data network and numerous social networking sites is no longer imaginable for children, adolescents and many adults.

Media today is stronger than ever before. It keeps us updated on the latest happening in the world. It has transformed every single aspect of the human life, the way we interact, the way we do business, the way we receive education. Today we live in a world permeated and mediated by the new digital media, in which the individual has

access via the Internet and the audiovisual mass media to an unmanageable range of information, knowledge and entertainment that our imagination and our knowledge of significantly shapes the world and the society in which we live.

When we consider the (digital) life of young people we realize that social media are mostly an elementary part of their everyday life and leisure time. In the JIM-Study<sup>(1)</sup> in 2018 young people were asked about their favorite Internet offerings. The top 3 most popular internet offers are YouTube (63 percent), WhatsApp (39 percent) and



Instagram (30 percent). Another study<sup>(2)</sup> shows that young people use their smartphones less for making calls and more and more for consuming media. 88 percent of 10- to 18-year-olds stream music, 87 percent watch videos on their smartphones. But the young people today are consumer and producer of media content at the same time.

Post selfies on Instagram and Snapchat, present themselves in videos on YouTube, like and share photos of friends: Self-portrayal on the Internet is not only important for adolescents for recognition, it also serves to build identity.

Photo:  
Nadine's association with  
media education -  
"old vs. new media"



"I feel more and more that young people can only express themselves through social media channels- and so they stand out from the crowd or, on the contrary, swim with them."

Nadine Ulrich (22)  
apprentice at CorEdu

**MEWB: Do you read news?**

NU: Yes, I do.

**MEWB: How often do you read news?**

NU: It depends on the topic.

**MEWB: What kind of news are you reading?**

NU: Regional news, ice hockey sport news or news about musicians I am interested in.

**MEWB: Do you think it is important to be informed and to know what is going on in the world?**

NU: Yes, it is important to decide for yourself what do you think is good and what is not good; also in order to react appropriately to events or to be able to talk to others about it.

**MEWB: Wherever are you present in the Internet?**

NU: Facebook, Instagram, Spotify.

**MEWB: How do you present yourself in social networks? What are you posting and where?**

NU: I am rather passive and post very

little. When I post something on Instagram, these are often pictures of the surroundings, from the concert or from my cat.

**MEWB: Do you think social media is an important part of young peoples daily live? If yes, why do you think so?**

NU: Meanwhile yes. I feel more and more that young people can only express themselves through such media channels and so they stand out from the crowd or, on the contrary, swim with the masses.

**MEWB: How much time do you spend on your phone or in front of your PC screen?**

NU: A lot, already. Among others in the office at work; and privately, I mainly listen music or watch movies. I also visit Instagram a lot, when I am bored.

**MEWB: Do you think media can in a certain manner be a danger? According to your opinion, what could be a danger?**

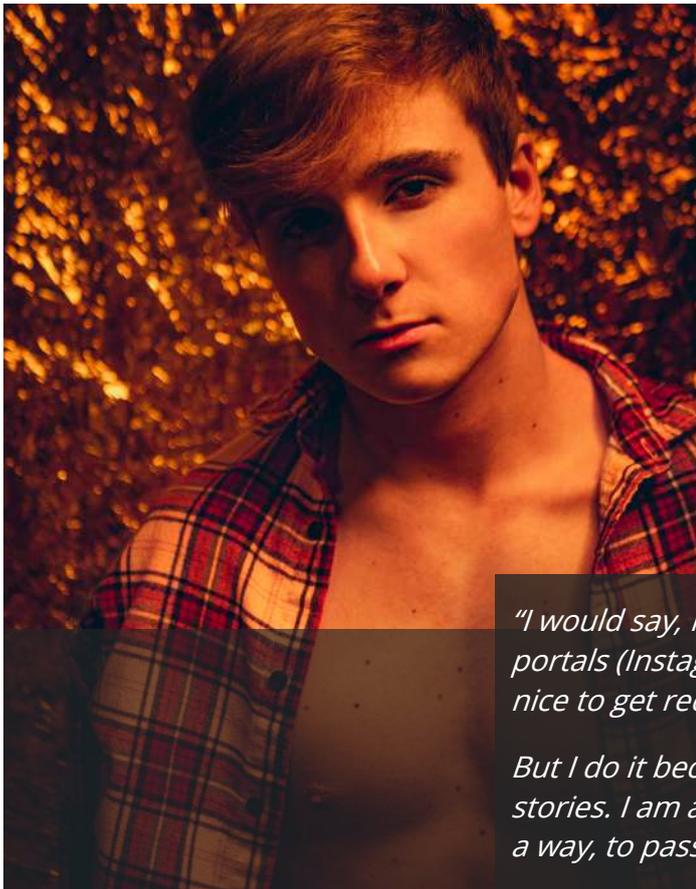
NU: Yes, in a way. Especially,

deliberately propagated half-truths or fake news. I also think that many challenges that are made on Instagram or TikTok, ...are very careless and dangerous for young people.

**MEWB: People say, media today are treated as a "fourth power" alongside the legislature. Can you imagine why people say this or what could be this fourth power?**

NU: I could imagine that people say fourth power to media because people are very easy to influence. With media you can reach a lot of people in a very short time by easy means.

**MEWB: Thank you Nadine for the interview.**



“I usually post pictures or stories on Instagram. About my life, my job, my leisure activities...”

Henry Karl Vogel (18)  
Apprentice at Holländische Mühle,  
Sommelier, Pianist

*“I would say, I think, it's quite nice to be present in the Social Media portals (Instagram). It would be hard to miss Instagram, I think it's nice to get recognition or praise for a picture.*

*But I do it because I want to put a smile on people who see my stories. I am a happy person and try to share my happiness in such a way, to pass on some of it.”*

**MEWB: Do you read news?**

HKV: I read news both on the Internet and also in the newspaper in the early morning; it depends on which medium I have first in my hand.

**MEWB: How often do you read news?**

HKV: I read news daily because it is important for me to be up to date. It is simply the easiest way to get good general education.

**MEWB: What kind of news are you reading?**

HKV: I read about politics, economy and culture.

**MEWB: Do you think it is important to be informed and to know what is going on in the world?**

HKV: It is definitely important. Everyone should know what kind of world you live in or what happens in the world, and of course how you can “properly” get involved in the world affairs.

**MEWB: Wherever are you present in the Internet?**

HKV: On Facebook, Instagram, Snapchat

**MEWB: How do you present yourself in social networks?**

**What are you posting and where?**

HKV: I usually post pictures or stories on Instagram; about my life, about my job, about my leisure activities.

**MEWB: Do you think social media is an important part of**

**young peoples daily live? If yes, why do you think so?**

HKV: The use of social media platforms such Instagram among young people has increased from year to year. Social media platform are taking up more and more space for every young persons life. I would say that for many it is important to communicate and get attention.

**MEWB: How much time do you spend on your phone or in front of your PC screen?**

HKV: I have to say that I spend a lot of time on my cell phone or in front of my PC, but not just for fun but also to do work.

**MEWB: Do you think media can in a certain manner be a danger? According to your opinion, what could be a danger?**

HKV: Definitely, those can influence adolescents, adults... they can spread thoughts or convictions through lies or incitement. Likewise, young people often try to pull money out of their pockets through advertising and different offers. Few are able to weigh when it should be left out.

**MEWB: People say, media today are treated as a “fourth power” alongside the legislature. Can you imagine why people say this or what could be this fourth power?**

HKV: As previously answered, media can influence, seduce, manipulate through propaganda or other different ways.

**MEWB: Thank you Henry for the interview.**

Dorothee Meyer-Holtkamp  
Outreach Coordinator at NEAR  
FM

In our "341" column we ask one person three questions related to his/her work in media sector.

"As a third pillar in media community media has a key role in support and training"



**MEWB: What is your organizations mission in regard to media education?**

DMH: **Near Media Co-op** is a not-for-profit community media project operating across the Northside of Dublin City and beyond. The project consists of [Near FM](#), [Near Tv](#) and [NearCast](#). Part of our mission is to encourage groups to use community media as a tool in their development work and aims to reflect the issues, events and stories important in the local area. We target our training and outreach particularly at those in society under-represented in mainstream media such as young people, migrants, senior citizens, LGBTI+, people with disabilities and women. We operate an open access policy and run regular induction courses for new volunteers and community groups.

Being a community media project it has always been a priority to include people that are often left out of media and to democratic media. It is important to gain media skills so that people are able to analyse and evaluate messages, understand how messages are constructed and develop a healthy scepticism through reading media conscientiously.

We are no longer just consumers of media but also producers; everyone needs to be aware of the responsibilities that come with ethical and fair communication.

**MEWB: What do you exactly teach people about the media?**

DMH: Near FM has an open door policy and encourage individuals and groups to use community media as a tool in their development work and aims to reflect the issues, events and stories important in the local area. We run induction training courses in radio and podcast skills twice a year. During this course (2 hours over seven evenings) we teach basic skills needed to develop your own radio programme or podcast. Modules of the courses include: Introduction to Community Radio and Near Media Co-op, Media Literacy, Media Regulations and Law, How to use the studios/ portable recorders, Interviewing/ Research skills, Production Values and Features for Broadcast, How to podcast. Participants are encouraged to develop their own idea and to apply for a slot on air or space on our podcast platform. We also run media training workshops in our studios for individuals and organisations on 'How to get your message across' when being interviewed on radio.

We have also developed courses based on language diversity, unconscious bias, ethical Journalism and dealing with hate speech. As well as guidelines for reporting on ethnic minorities. We host events from time to time to support best practice in training and media literacy.

The community Television section of the Media Co-op also works with community groups in our area on Media Literacy series. For example working with a local Youth Group Shere17 young people were taught about media literacy and produced 3 half hour programmes on Body image, relationship and gender.



“The choice of books, how girls and boys are represented, the stories that are being told from a young age plays a role in the early years of children.”

**MEWB: According to your opinion, who should do what (politics, education, media, society, NGOs, etc.) to be able to equip people with competences on critical media consumption?**

DMH: Equipping people with necessary competences on critical media consumption starts at home and at a young age with positive influence by parents at home and childminders in the creche and teachers as the first educational institutions children go to. The choice of books, how girls and boys are represented, the stories that are being told from a young age plays a role in the early years of children. Analysing media and questioning messages that we are being sent are competences that are needed in everyday life and should be part of the conversation by our society as a whole. Each of the groups you mentioned should take an active role in encouraging and supporting this.

As a third pillar in media community media has a key role in support and training. By giving people access to a radio station where they can tell their own stories.

Interview people they believe are worth interviewing and encourage a positive representation of the area they live in.

The area we work from, in Coolock in North Dublin, tends to be shown in a negative light on mainstream media, so giving local people a chance to tell positive stories is important in balancing this.

As mentioned above as part of our ethos is also about giving a voice to minority groups who can be left out of stories of mainstream media. Over 10% of people who live in Ireland were born outside of Ireland and this diversity is not reflected on mainstream media.

Through outreach, training and events we bring people from different minority groups into our radio and encourage them to host programmes and use their voice. We also encourage them to use their native language if they wish, we have Polish, Croatian, Italian, Spanish, Mauritian Creole programmes on our Community Radio Station.

**MEWB: Thank you Dorothee for the interview.**

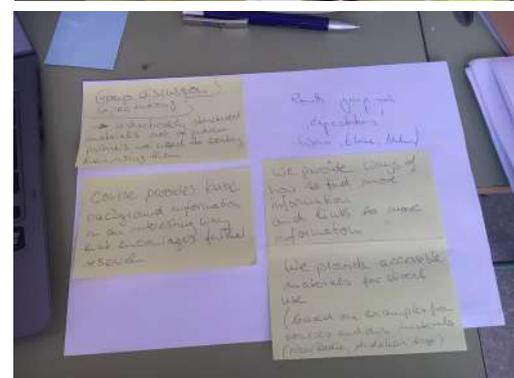
## Impressions from our project meeting in Sevilla (Spain)

Think. Create. Act.

These are our guidelines for sustainable media education within the European Project "In Medias Res – Education without borders". Together with professionals from Media and Education sector from Germany, Hungary, Spain and Ireland we aim to create innovative and attractive training offers on media education for teachers in various school and youth.

The content of this publication does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in this publication lies entirely with the author(s) of the 2018-1-DE02-KA202-005184 Project.

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1 mpfs: JIM-Studie 2018. Jugend, Information, Medien

2 bitkom: Kinder und Jugendliche in der digitalen Welt. 2019

