

**Together  
we create  
schools  
of opportunities**

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# **Media and film education projects**

## **Good practices**

Katarzyna Grubek, Head of Culture and Media Department  
in Center for Citizenship Education

Webinar on Media Literacy in Europe: Poland  
Media & Learning Association – February 10th, 2021



# The Center for Citizenship Education (CCE) ...

is the largest educational non-governmental organization in Poland.

With CCE support teachers bring to school **methods and topics** that help students engage in their education and better cope with the challenges of the modern world.

We run **programs** that develop faith in our own capabilities, openness and critical thinking, teach cooperation and responsibility, encourage engagement in public life and social activities.

The solutions proposed by CCE are based on over 27 years of experience, expert knowledge and cooperation with practitioners.

About 20 thousand teachers and several thousand of school's directors from all over Poland use our support.

[www.ceo.org.pl](http://www.ceo.org.pl)

# Our approach to media and film education

- In media education programs, we **develop the skills of critical thinking** and reception of media messages.
- We take care of **ethical journalism** and follow examples of media propaganda and analyze them to be more aware of advertising, press, television and social media.
- We want to teach young people how to use the mass media in a conscious and effective manner and at the same time to encourage them to responsible participation in social life and critical thinking, how to express their opinions, **take creative actions and be civically engaged**.
- We use films, especially **short films**, as a friendly medium for young people to talk about important topics such as online safety and conscious use of the media and to develop **social-emotional competence** of students

# How do we do it?

- Materials, lesson plans, media analysis tools for teachers
- Training, workshops, webinars, online courses for students and teachers
- Developing educational programs for schools
- Projects implemented by students, e.g. creating media messages, cooperation with local journalists, conducting social campaigns
- A platform with short films and scenarios which helps to work for working with films during lessons or extracurricular activities

# Mind over media in Europe - Analyzing Contemporary Propaganda

- Initiated by Evens Foundation, in coalition with organizations from Croatia, Finland, Belgium, Romania, France. With support of the European Commission's Media Literacy for All initiative.
- Adaptation and translation of social platform with examples of propaganda and educational materials (**Renee Hobbes**, Professor of Communication Studies at the Harrington School of Communication and Media and founder of the Media Education Lab at the University of Rhode Island).

<https://propaganda.mediaeducationlab.com/>



**Evens  
Foundation**



# Mind over Media. Poland

- Adaptation, translation of the social platform, articles, materials and tools regarding manipulation techniques
- Examples of propaganda from Polish media: articles, broadcasts, advertisements, social campaigns
- Creating a corpus of educational materials to help teachers at work with nowadays examples of media manipulation
- History of propaganda and analysis of the language of propaganda in the Polish context
- Workshops for teachers and trainers

# Mindovermedia.eu



Polish

Zaloguj

DOWIEDZ SIĘ

OCEŃ

PRZEGLĄDAJ

DODAJ

DLA NAUCZYCIELI

TECHNIKI PROPAGANDY

## Propaganda nas otacza

*Czy wiesz jak ją rozpoznawać i na nią reagować?*



DOWIEDZ SIĘ

jak na bieżąco rozpoznawać propagandę



OCEŃ

zamieszczone przykłady, zinterpretuj ich przesłanie oraz oceń ich wpływ



PRZEGLĄDAJ

i filtruj przykłady zamieszczone na stronie.



DODAJ

i filtruj przykłady zamieszczone na stronie

# Propaganda is all around us.

## *Do you know how to recognize and respond to it?*



Polish

Zaloguj

DOWIEDZ SIĘ

OCEN

PRZEGLĄDAJ

DODAJ

DLA NAUCZYCIELI

TECHNIKI PROPAGANDY



RATE THIS EXAMPLE FROM "BENEFICIAL" TO "HARMFUL"



RATE MORE >

# Media Literacy Smartphone



The screenshot shows the website's header with the CEO logo (CENTRUM EDUKACJI OBYWATELSKIEJ) and the 'mind over media' logo (Polska Szkoła krytycznego myślenia). Navigation links include 'SZUKAJ', 'WŁĄCZ SIĘ', 'MATERIAŁY', and 'KONTAKT'. The main content area features a large image of a hand interacting with a tablet displaying various media examples. Text on the tablet reads 'MIND OVER MEDIA' and 'MIND OVER MEDIA'. Below the image, it says 'Dodawaj przykłady, analizuj je i wykorzystuj na lekcjach.' To the right, under the heading 'O PROGRAMIE', it states: 'W programach edukacji medialnej rozwijamy umiejętności krytycznego myślenia i odbioru przekazów medialnych. Śledzimy przykłady medialnej propagandy i analizujemy je, by bardziej świadomie podchodzić do reklam, prasy, telewizji i mediów społecznościowych.'

## AKTUALNOŚCI



### MEDIA LITERACY SMARTPHONE

Poznajcie smartfona, czyli ciekawe narzędzie do analizy przekazów medialnych poprzez zadawanie trafnych pytań.



### SZKOLENIE DLA TRENERÓW MIND OVER MEDIA

Edukatorzy i edukatorzy spotkali się w ostatni weekend w Warszawie, żeby poznać

## ZAPLANUJ ROK SZKOLNY Z NASZYM MATERIAŁAMI

Zaplanuj rok szkolny z materiałami programu "Mind Over Media. Szkoła krytycznego myślenia".

Pracuj ze scenariuszami i analizami naszych ekspertów i ekspertek i wprowadzaj klasę w tajniki analizy przekazów medialnych.

Wprowadzaj nasze materiały na lekcje w sześciu logicznych krokach:



**1. Czym jest  
propaganda?**



**2. Walka z  
dezinformacją**



**3. Przekażnik  
jest przekazem**



**4. Język  
propagandy**



**5. Propaganda  
i rozrywka**



**6. Gdzie to  
zgłosić?**

# MedJa. School of critical thinking

## Becoming...ethical journalists

The idea of the program was to establish **partnerships between schools and local media agencies** in order to co-create ethical media and strengthen critical thinking competences.



# MedJa. School of critical thinking

The core educational materials are based on the experiences of the Polish edition of “Mind Over Media: Analyzing Contemporary Propaganda”.

- **projects run by the schools and local media partners**

**Students in cooperation with local media created** a column in a local newspaper in one of the three categories: *MEGA Locals*, *Unknown Places/Unheard Stories* and *Youth Speaks!*.

- **participation in a blended learning course for teachers** divided into three modules: *Medium is the Message*, *Fake News and Beyond* and *Decoding the Media*.

**Journalists** took part in workshops with well-known editors, and they were engaged in social projects with schools, strengthening their position in the local community.

They had access to educational materials focused on interpreting and deconstructing media coverages in order to strengthen their critical thinking skills and support ethical journalism on a local level.



## Shortcut – small stories, big issues

- European Film Project centred on Citizenship Education through film, to be delivered in the classroom.
- The four partner countries involved have a combined wealth of experience in working with young people and film education (Nerve Centre, Ireland; One world in schools, Czechia; Os Filhos de Lumiere, Portugal)
- Our aim is to increase young viewers' knowledge of issues through European film works from different, sometimes distant countries and strengthen teachers' skills in educating through and about film.



# Shortcut – small stories, big issues

- The library of curated European short films and animations explore **citizenship and personal development themes**, e.g. New media, old problems („Girl of 672K”, „Kim Holland”)
- The support material for teachers is **the film educational toolkit on VOD platform** available for registered teachers.
- **Artistic residencies in schools**, work on the film under the supervision of film makers
- **Film masterclasses** for teachers and students

<https://vimeo.com/477668390>

<https://shortcut.ceo.org.pl>

DODAJ TREŚĆ

O PROGRAMIE | FILMY I MATERIAŁY | PARTNERZY | MAPA | KONTAKT | ZALOGUJ SIĘ

SHORT CUT

MAŁE HISTORIE  
WIELKIE SPRAWY

CEO

DZIEWCZYNA Z INSTAGRAMA

from FundacjaCEO

POWRÓT

O filmie:

Jest to historia 15-letniej Annegien z Holandii, która opowiada o swojej karierze na popularnych portalach społecznościowych. Dziewczyna dzięki swoim artystycznym zdjęciom zyskała ponad 672 tys. obserwujących na Instagramie, a wraz nimi dylematy dotyczące granic prywatności i kosztów sławy.

Materiały pomocnicze

Watki społeczne i obywatelskie

18:07

Tworzenie nowych rzeczy

*The protagonists of the films proposed in the topic „New media, old problems” grapple with various dilemmas and challenges, but they are united by their attachment to mobile phones. Which doesn't mean they use them in a similar way. We propose two unique film stories that will allow us to look at the role of digital media in the lives of young Europeans. A package of supporting materials will allow you to conduct activities that strengthen the competences of critical thinking.*

<https://shortcutproject.eu>



**SHORTCUT**  
MAŁE HISTORIE  
WIELKIE SPRAWY

O PROJEKCIE | PARTNERZY | SHORTCUT – EDYCJA POLSKA

PL ENG  
CZ DDT

## MISJA PROJEKTU

Shortcut - małe historie, wielkie sprawy” przy wsparciu programu Unii Europejskiej, „Kreatywna Europa MEDIA”. W projekcie biorą udział cztery organizacje z czterech krajów europejskich: People in Need z Czech, The Nerve z Irlandii Północnej oraz Os Filhos de Lumière z Portugalii, oraz oczywiście CEO, które pełni rolę lidera projektu. Projekt trwa od 01.10. br. do 30.09.2020 roku, a w ramach naszych działań zamierzamy opracować katalog filmów krótkometrażowych do edukacji filmowej w szkołach, który na początku roku szkolnego 2020/21 zostanie udostępniony na platformie vod wszystkim chętnym szkołom i nauczycielom. Filmy zostaną dobrane według klucza tematycznego stworzonego myślą o kompetencjach, których dzisiejsza młodzież może najbardziej potrzebować wobec wyzwań współczesnej Europy. Pracę z nimi będzie zaś wspierać pakiet nowoczesnych materiałów pomocniczych, które będą zawierać komponenty edukacji o filmie i edukacji poprzez film.

CEO - CENTER FOR CITIZENSHIP EDUCATION  
Projekt współfinansowany ze środków programu Unii Europejskiej „Kreatywna Europa”  
POMOCY  
ICA  
LUMIÈRE  
nerve centre  
JSNS.CZ  
BAND UY TRASHPACI  
FINA

## Good connections

The aim of the program is to strengthen the safety of children aged 7-12 on the Internet by developing their **socio-emotional competences such as: self-awareness, self-control, social awareness, interpersonal skills and responsible decision making.**

Children with insufficient social capabilities tend to be involved in the most bullying incidents, either online or offline.

The project is supported by Google.org Impact Challenge: Online Security.

<https://impactchallenge.withgoogle.com/safety2019>



# Good connections

- Class teachers and school clubs, teachers of computer science and ethics, psychologists and librarians; parents.
- The method of psychoeducation through film.
- Initial training, webinars, as well as content-related and methodological consultations.
- The didactic, substantive and auxiliary materials (access to short films, lesson plans, auxiliary materials).
- The package for work with parents, showing how to support children in the development of SEL competences at home and inspiring for self-development.



[https://www.youtube.com/watch?v=laAysagDjWk&feature=emb\\_imp\\_woyt](https://www.youtube.com/watch?v=laAysagDjWk&feature=emb_imp_woyt)

**Thanks for your attention!**

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