Objectives of Temporary Working Group (TWG) Media Literacies and Communication Competencies (MLCC) at ECREA

The ECREA Temporary Working Group (TWG) Media Literacies and Communication Competencies (MLCC) aims to encourage research and education on media literacies and communication competencies among European scholars.

The TGW seeks to provide a platform for researchers, teacher-researchers and educators interested in advancing the theoretical, empirical and practical understanding of media education for citizens, media professionals, media and communication students, and various other professional practitioners, which might, for instance, include youth workers and government officials.

The TWG approaches literacies and competencies from diverse perspectives and welcomes research that engages with formal, non-formal and informal learning in both institutionalized and non-institutionalized environments, involving higher education, secondary education, adult education, and professional education.

Media literacies and competencies are vital for countries and their citizens to address societal issues and can positively impact people's resilience. Therefore, the TWG's research encompasses a wide range of different target groups, ranging from infants to senior citizens, from amateurs to professionals. Taking into account the wide range of possible research topics, the TGW will on the one hand cooperate with existing networks, such as international and national research and education associations, European authorities, and international associations and agencies like UNESCO to ensure integration, and to enhance the collective impact of the European media and communication education research community. Simultaneously, the TGW will also beware a critical distance to policy-making platforms.

The TWG organizes publication activities and events for its members, as well as networking and science communication activities and support for young scholars through constructive and collegial feedback processes. Research topics that are of interest to the ECREA TWG MLCC include, but are not limited to:

- theoretical discussions about the concepts of media and communication education, media literacy, media and information literacy, information literacy, digital literacy, and related policy frameworks
- contexts of media competencies, such as the historical development of educational systems and formal structures regarding media and communication
- competences related to technologies of professional activities, datafication, artificial intelligence (AI), algorithmic cultures, platformization, and other practices that are impacted by digitization and technological developments
- media- and communication-related pedagogy, didactics/learning and teaching strategies in higher education
- media competence training, both in the realm of professional, higher/secondary/elementary/adult education
- educational media, instructional design and digital/open educational resources
- organizational, vocational and lifelong learning
- critical analyses of competences demanded by media
- media ethics, ethics in media education contexts and the implications of ethical issues that have emerged or have been transformed due to the emergence of the internet and related technologies