

Output 1 - Appendix 1: Media literacy key competences frame for teachers training

Media Literacy/Media education	Analysing/producing	Dimension (info/tech/soc/didactic)	sub-dimension	sub-sub-dimension	competence		
A. Media Education competences 121 occurrences	A.0 Transversal competences 12 occurrences				A.01 Develop one's own responsible citizenship		
					A.02 Develop one's own critical thinking		
	A.1 Analysing competences 65 occurrences	A.1.1 Didactic axis 65 occurrences	A.1.1.1 Media Education and educational system			A.1111 Understand the national educational system's competence framework and know how to introduce Media education competences in this competence framework	
						A.1112 Articulate Media Education competences with the contents of the school subjects	
						A.1113 Understand what Media Education is (different form and intersection between education to, in and with media) and its relationship with educational system	
			A.1.1.2. Media literacy knowledge			A.1121 Use one's own media literacy knowledge (informational, technical and social analysing and producing competences and critical thinking) to teach them to students	
						A.1122 Use one's own media literacy knowledge (informational, technical and social analysing and producing competences) to supplement traditional teaching strategies with innovative strategies based on the use of multimedia, interaction, collaboration and distance learning	
			A.1.1.3. Pedagogical competences			A.1131 Understand and recognize the particular working and learning styles and the theory on pedagogic and didactic in media education in order to know where are the opportunities, in a specific learning, for activities in media education	
			A.1.1.4. Media education, ICT and influence on the pedagogy			A.1141 Understand advantages and constraints of ICT in the educational process and its transformative potential on how to learn	
	A.1.1.5. Tools/media supports for Media Education			A.1151 Search, select and evaluate media supports/tools based on pedagogic/educational criteria (suits the best to learning objectives)			
	A.2 Producing competences 44 occurrences	A.2.1. Didactic axis 44 occurrences	A.2.1.1. Media Education pedagogies productions			A.2111 Mobilize methodological and didactic skills for the design, management delivery and evaluation of educational activities	
						A.2112 Organize time and space in the classroom, using media and new technologies of information and communication, integrating them into the	
						A.2113 Select, master and use new media and technologies to create learning content	
						A.2114 Conduct media production projects in classrooms	
			A.2.1.2. Diagnosis based on pupils/students classrooms			A.2121 Adapt media education pedagogy to the classroom audience	
			A.2.1.3. Evaluation methods			A.2131 Build relevant evaluation of the student's competences A.2132 Build relevant evaluation of teaching and learning (Practices, supports, diagnosis, etc.)	
			A.2.1.4. Resarch A.2.1.5. Partnership			A.2141 Design research and development in the field of media education A.2151 Work as a team and involving partners, media professionals, families, etc.	
	B. Media Education competences 109 occurrences	B.0 Transversal competences 12 occurrences				B.01 Develop one's own responsible citizenship	
					B.02 Develop one's own critical thinking		
B.1.0 General 48 occurrences					B.101 Understand key concepts about the media		
					B.102 Understand key concepts of media culture		
					B.103 Understand key concepts of ICT		
					B.104 Understand relationships between key concept of media and knowledge		
					B.105 Read/decode/analyse/deconstruct different media messages according to different criteria		
					B.106 Search, select, collect and process information/documents according to different criteria		
B.1.1. Informational axis 52 occurrences		B.1.1.1. Content/thematic				B.1111 Recognize different types of information brought by media	
						B.1112 Produce critical analysis and interpretation of the media content	
		B.1.1.2. Languages/representations	B.1.1.2.0. General				B.11201 Understand/analyse/deconstruct some media representations
							B.11202 Search, select, collect and process information/documents (web sites, information, etc.) according to their languages/representations
							B.11203 Recognize specific languages of different media (advertising, press, TV news, film, comics) and to explain how data of various types can be represented in text/sounds/pictures
							B.11211 Understand and explain the linguistic structure of media messages in different media and recognize different kind of discourses (rhetoric, narrative, argumentative, descriptive)
					B.11221 Understand/decode/analyse languages specific to pictures and images (e.g. connotation/denotation)		
		B.1.1.3. Form					B.1131 Recognize several media formats available in the mediatic context and the characteristics of each one
							B.1132 Select media support for particular purpose
		B.1.1.4. Between languages/form					B.1141 Recognize different genres of media (press genres, film genres, advertising genres) and explain their characteristics (languages and forms)
						B.1142 Distinguish with critical awareness reliable/not reliable information (according to their languages/representations and forms)	
B.1.2. Technical axis 18 occurrences		B.1.2.1. techniques underlying/behind media				B.1211 Recognize production, diffusion and reception techniques (textual, visual, audio-visual and sound techniques) and being able to evaluate the relevance of technical choices	
						B.1212 Choose techniques and materials most appropriate to a particular objective	
		B.1.2.2. technical operation of different devices				B.1213 Distinguish with critical awareness reliable/not reliable information (according to their technical clues)	
		B.1.2.2.1. according to linguistic criteria				B.1221 Understand how the media and the digital tools work according to their technical characteristics and being able to imagine alternatives with regard to these devices	
	B.1.2.2.2. according to visual criteria				B.1221 Understand how the media and the digital tools work according to their technical characteristics and being able to imagine alternatives with regard to these devices		
	B.1.2.3. Interface's sémiotique of different devices				B.1231 Evaluate the quality of interfaces based on ergonomic criteria		

B. Medial Literacy competences
327 occurrences

B.1 Analysing competences
228 occurrences

B.1.3. Social axis 110 occurrences	B.1.3.1. Production context of media	B.1.3.1.0. General	B 13101 Understand and explain the relationships between media production and their context
		B.1.3.1.1. Authors/sources of media productions	B 13111 Identify/recognize an author/ a source B 13112 Compare different sources and critically evaluate the reliability of each one B 13113 Search and select documents according to their types of sources/their sources/their authors
		B.1.3.1.2. Authors' intentions of media productions	B 13121 Identify and formulate hypothesis about sender's intentions (commercial, political, environmental intentions, etc.)
		B.1.3.1.3.Socio-cultural context of production	B 13131 Critically identify and understand the values, representations and stereotypes conveyed in a media <i>* B 13132 Articulate/explain the place of a media artefact or text in wider culture, including its relation to popular culture</i>
		<i>*B.1.3.1.4. Prosumer context of production</i>	<i>* B 13141 Understand the role of the prosumer in media production</i>
		B.1.3.1.5. Legal context of production	B 13151 Understand and mobilize legal and ethical principles linked to the use of media and technologies B 13152 Understand and mobilize the notions of censorship and freedom of expression and its variations in time and space
		B.1.3.1.6. Economical context of production	B 13161 Recognize some clues linked to media economy in the media productions B 13162 Understand and mobilize basic socio-economic structure of the media : the major business and professional media groups
		<i>*B.1.3.1.7. Political context of production</i>	<i>* B13171 Understand and contextualize a media in its political environment: understand the notions of power, ideology, etc.</i>
	B.1.3.1.8. Professional context of production	B 13181 Understand and identify the role of professional in media productions	
	B.1.3.2. Reception contexts of media	B.1.3.2.1. Audiences of media	B 13211 Understand how important the notion of audience is and identify the different audiences of a media and characterize them (social, cultural and economic issues, age, etc.)
		B.1.3.2.2. Uses and practices of media	B 13221 Recognize common uses /practices of information technology B 13222 Recognize abuses of uses, and distinguish safe from risk behaviours <i>* B 13223 Understand and explain social practices about media: interactivity on social networks, fan fiction communities, etc.</i>
		B.1.3.2.3.Personal perception of media	B 13231 Perceive the presence of the media in one's environment (home, street, school) B 13232 Critically characterize one's own media consumption (reception modes, duration, frequency, simultaneity, involvement) B 13233 Take aware decisions in this media consumption (in given places and situations) B 13234 Realize that the proposed representations in the media are possibly different from ours B 13235 Recognize influence of media on our opinions, values, choices and emotions
		B.1.3.2.4.Potential effects of media	B 13241 Understand some perception of other ways of thinking and other choices B 13242 Take position about the different ways to receive a media or multimedia document
	B.1.3.3. Role of media in the society	B.1.3.3.0. General	B 13301 Distinguish social functions of media : the role of media in public opinion and political life <i>* B 13302 Understand one's own socio-cultural environment (neighbours, communities, etc.) and characterize its media culture</i>
		B.1.3.3.1. Media influences on the society	B 13311 Understand the evolution of digital media and their implications in different behaviours (social construction, responsibility and organization)
B.1.3.3.2. Society influences on the media practices		B 13321 Understand the influence of family cultures in media uses and practices by children and young people	

B.2 Producing competences
87 occurrences

B.2.0. General 26 occurrences			B 201 Design/produce media messages in a creative way (contents, forms, planning, budget, dissemination) B 202 Collect, archive and organize data according to different criteria (contents, audiences, periodicity, support, duration etc.)	
	B.2.1. Informational axis 19 occurrences	B.2.1.1. Content/thematic	B 2111 Treat and debate with journalists and media experts on specific topics with critical point of view	
		B.2.1.2. Languages/representations	B.2.1.2.0. General	B 21201 Develop expression skills when producing media content
			B.2.1.2.1. according to linguistic criteria	B 21211 Develop textual/linguistic expression skills (e.g. rhetoric argumentation)
		B.2.1.2.2. according to visual criteria	B 21221 Develop visual expression skills (master the framing and composition to give a coherent meaning to an image)	
	B.2.1.3. Form	B.2.1.3.0. General	B 21301 Communicate ideas through a variety of expressive codes (photography, cinema, multimedia languages, internet, theatre)	
		B.2.1.3.1. according to visual criteria	B 21311 Understand and explain the key aspects of visual communication and media technology : photography, video, processing of digital images, graphic, design	
	B.2.1.4. Between languages/form		B 2141 Write different genres of media messages B 2142 Preserve, classify, archive, annotate and secure media found, produced and stored all along media usages according to their contents, languages and form	
	B.2.2. Technical axis 18 occurrences	B.2.2.1. Techniques underlying/behind different media AND technical operation of different devices		B 2211 Master some devices (computers, software, cameras, sound recorders, smartphones, ...) B 2212 Master technical processes (production, edition, publishing processes, etc.)
		B.2.3.1. Production context of media	B.2.3.1.1. Authors/sources of media productions	B 23111 Enhance and promote one's own media production B 23112 Critically identify, classify and evaluate different level of sources
	B.2.3.1.2. Authors' intentions of media productions		B 23121 Master the framing and composition to give a coherent meaning to the image	
	B.2.3.1.3. Legal context of production		B 23131 Take care of the ethical and legal aspects, the rights and the duties of the freedom of expression (image, rights, copyrights, insults, defamation) in one's own media production B 23132 Be respectful of ideas and opinions in the frame of own's country law	
	B.2.3.2. Reception context of media	B.2.3.2.1. Audiences of media	B 23211 Produce/write media messages according to specific audiences B 23212 Ensure that media message are received and gather feedback	
		B.2.3.2.2. Personal perception of media	B 23221 Critically argue a personal opinion about a media content	
	B.2.3.3. Role of media in the society		B 2331 Make an inventory of contact friction points between the school, teachers, students and the internet and analyse what the Internet and social networks have changed in terms of motivation, perceptions and behaviours of each	