



Erasmus+ Key Action 1. Mobility of Young People – Youth Exchange in Cyprus



“Living with the Media: Sense and Sensibility”

Host Organisation: Cyprus Youth Clubs Organisation- KOKEN

Main theme for the project: Media Literacy, Critical Thinking.

Project Summary: “Living with the Media: Sense and Sensibility” is a Youth Exchange promoting Media Literacy and Critical Thinking. The project’s aim is to create awareness regarding media usage. The participants will work together with the use of non- formal educational methods and activities to achieve the following specific objectives:

- Understand how media messages shape our culture and society.
- Develop critical thinking regarding the information they received through the media.
- Explore the possibilities & the threads of media usage.
- Promote active participation in media related activities.
- Share their personal experiences from media usage in everyday life.
- Develop a critical approach towards media messages based on their own experiences, skills, beliefs, and values.
- Identify similarities & differences in practices used in different European countries in terms of Media Literacy.
- Develop their skills in creating media content with respect to human rights.

Background of the project: Media Literacy refers to the ability of people to access, understand, analyse, create and evaluate critically the content of media. Media literate youth and adults are able to better understand the complex messages that receive through the media. The term “Media” covers a variety of digital means like broadcasting, radio, press, internet and the social media.

Media literacy is essential to all European citizens and a European Union priority as it promotes democracy. The ability to be informed, to critically evaluate and share our knowledge is a key to a democratic way of life. As it is mentioned in the 2016 Annual Work Programme of the European Commission, it is vital to enhance media literacy, critical thinking and to promote common values of freedom and tolerance via media usage.

The rapid development of the media and digital technology creates the need of understanding and engaging with media usage for all citizens. Media literacy is an effective way to respond to the increasingly changing and complex digital environment we live in. In fact, the more aware we are about the working principles of the Media, the more efficient the interpretation of media messages will be. The Paris Declaration, adopted on the 17th of March 2015, highlights the significant of “strengthening children’s and young people’s ability to think critically and exercise judgement so that, particularly in the context of the Internet and social media, they are able to grasp realities, to distinguish fact from opinion, to recognise propaganda and to resist all forms of indoctrination and hate speech”.

Profile of the participants: Young people, volunteers, group leaders, youth workers.

Number of participants: Teams of 5 people. We encourage organisations to participate with 4 people (18- 30 years old) and 1 youth leader per group (no age limit).

Project type: Erasmus+ Key Action 1. Mobility of Young People.

Place: Cyprus (city to be confirmed)

Dates and duration: April 2017, 6 full days plus 2 days for travelling.

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Cost: Food and accommodation is FREE. Participants will be reimbursed for the travel cost on display of their boarding passes.

Travel cost: we will cover **the exact amount of your travel cost according to the receipts you will provide** as long as it is **not more** than the amount foreseen by the European Commission. You can calculate the travel cost using the distance calculator supported by the European Commission http://ec.europa.eu/programmes/erasmus-plus/tools/distance_en.htm

You will need to keep the receipts and the boarding passes.

Participation fee: 20 euros.

Safety & Insurance: a responsibility of the participants (European Health Card and/or other insurance).

A **Youthpass** certificate will be provided to the participants at the end of the project.

How to participate: Send us the mandate (signed and scanned) and the Applicant ID form at projects@cyprusyouth.org with the subject: “Living with the Media- (*name of your country*)”.