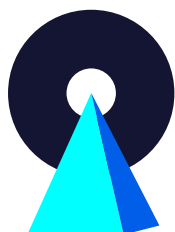


L'essentiel



The commitment of the audiovisual sector to media and information literacy and digital citizenship (MIL&DC) among schoolchildren is to be applauded, but a dynamic approach aimed at all audiences is also essential

Activities aimed at schoolchildren and on traditional MIL&DC topics

In 2023, Arcom noted that the audiovisual sector - **7 out of 10 audiovisual groups** - had continued its commitment to MIL&DC among schoolchildren, focusing on the fight against misinformation and the production of information. These efforts are particularly visible during Press and Media Week in Schools (SPME), during which they regularly welcome pupils to give them a behind-the-scenes look at their industry.

The Authority is pleased to note that **an increasing number of actors are getting involved throughout the year and developing large-scale projects**: TF1 with "Les rencontres de l'Info", M6 with the launch of its "Comprendre les médias" platform, Radio France with *Interclass* and the creation of educational resources, France Télévisions with its "Tour de France académique de l'éducation aux médias, à l'information et à la citoyenneté", and so on.

Broadening the range of topics covered to include environmental and digital citizenship issues

MIL&DC is a continually evolving field. It must adapt to the new ways in which citizens access information, while continuing to respond to society's most pressing concerns (environmental transition, artificial intelligence, etc.). Arcom welcomes **the integration of these themes into MIL&DC initiatives, which contribute to a better understanding of the role of the media and promote critical thinking among the public.**

The report includes a contribution from Grégoire Borst, professor of developmental psychology and cognitive neuroscience in education, who reminds us of the need to take cognitive biases into account in MIL&DC initiatives.

>> Expert voice <<
The importance of cognitive bias in MIL&DC systems

"[...] We have shown that **MIL programmes in which pupils are made aware of their brain's biases when assessing information are more effective than traditional MIL programmes and that, in particular, they help to avoid diminishing the trust adolescents have in the media.**"

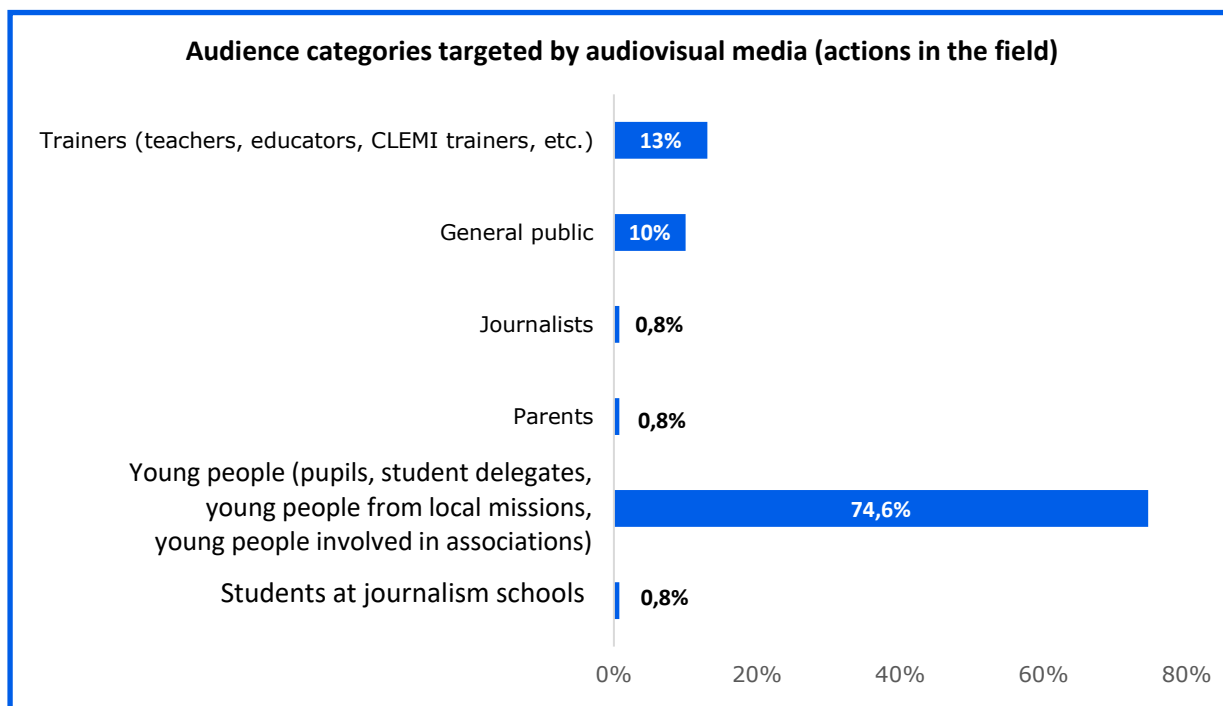
The report also gives Anne Alombert, Senior Lecturer in Contemporary French Philosophy at University Paris 8, the opportunity to share her views on the importance of digital literacy.

>> Expert voice <<
The importance of digital literacy

"[...] Knowledge of the written word, now more important than ever, is no longer sufficient to train new generations to develop a truly critical mind: **to understand how information circulating in audiovisual or digital form is produced and disseminated, technical knowledge of sounds and images must be developed.**"

Most of the initiatives are aimed at a young audience

According to statements from the audiovisual sector, it is clear that this year, out of the more than one hundred MIL&DC initiatives in the field, **nearly 75% were aimed at young people.**



However, initiatives have been launched targeting audiences other than schoolchildren (the general public), in particular Altice's "Tour de France BFMTV & vous" and "Mercredis de l'info en vrai". With this in mind, Arcom

is encouraging the audiovisual sector to diversify its initiatives so that they reach a wider audience.

Enhancing and implementing Arcom's MIL&DC initiatives

Strengthening its training initiatives

- Renewal of its partnership agreement with the Ministry of Education and Youth, CLEMI and the Canopée network (January);
- Signing of an agreement with CELSA (March);
- 15 training sessions for teachers in 2023 at the head office and in the regions, and more than 900 teachers trained throughout France;
- 8,000 pupils reached through the partnership with the Génération Numérique association;
- 8th edition of the "Documentaire de poche" project with 6 classes and 116 pupils;

Diversifying its activities to reach new audiences

- First participation in the Hauts-de-Seine video game and digital festival (April);
- Launch of a communication campaign with the CNC to combat piracy (June);
- Participation in the "Educap City" initiative (June).

Exchanges and collaborative projects at national and European level

- Continuation of collaborative projects with national players such as INA, CNNum and ARTE Education;
- The regional delegations are heavily involved with local players, particularly through initiatives such as the PassCulture scheme and regional projects such as "Emicycle" and "EMBAPE";
- Participation in European working groups such as the EMIL working group of the EPRA (European Platform of Regulatory Authorities) to promote the exchange of best practice with its European counterparts, in particular Ofcom.

Upcoming initiatives

- December: publication of two teaching scenarios for primary school teachers on freedom of expression and its limits and gender equality;
- January 2024: proposed signing of a partnership agreement with INSPE Bretagne and an agreement with ARTE Education;
- February 2024: publication of new educational resources aimed at the general public, particularly parents;
- From 18 to 23 March 2024: participation in the "Press and Media Week in Schools" and organisation of an initiative devoted to digital citizenship.

Find out more at www.arcom.fr

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