



DIGITAL MEDIA LITERACY



TC IN KRUSHEVO, NORTH MACEDONIA
05-10 MAY, 2023

PROJECT CONTEXT

The main reason for the project initiation is a lack of digital media literacy among the youth generation. While information technology rapidly develops and the media becomes more flexible, every day we receive information that is not easy to conceive and analyze. To be a correct consumer of today's digital media is rather complicated. Sometimes, when there is a lack of discussions on how to receive digital media messages, it has even a negative influence on young society.

During the coronavirus pandemic isolation, young people spent much more time online and still do struggling to get back to normal. We are exposed to a large amount of information, and a lot of it is false or inaccurate which indicates the urgent need to work harder to strengthen our digital media literacy skills. More than ever before, we are in critical need of knowledge that allows us to identify the nature of the information we are surrounded by, identify those pieces that are useful and credible, protect ourselves from misinformation and online abuse, and take control over what we read, listen or watch, as well as create critical independence from the digital media.

Everyone agrees that Digital Media Literacy education is becoming more and more important for society. Media literacy involves Critical thinking, Civic Responsibility and Self-Expression. According to the National Association for Media Literacy Education, it is the ability to access, analyze, evaluate, create, and act using all forms of communication. In the current age we live in, it is very easy for anyone to create any form of media. From text messages and advertising to memes and viral content, media takes all shapes and forms. This is where digital media literacy becomes important.

Young people spend a lot of time on media consumption every day, however, they are not prepared for conscious media consumption since no one has taught them how to handle media smog, how to select valuable content and how to decode messages. Sometimes, not understanding the media in the correct way has resulted in a dramatic impact on young society.

The conveying of such knowledge generally does not happen in public education, thus, the task of preparing youth is put on non-formal education.

OBJECTIVES

The project aims to teach youth digital media literacy skills, how to consume online media wisely, analyze media messages, test reliability, develop critical thinking and give them knowledge and skills to implement new activities and new approaches in order to promote digital media literacy among a wider audience. The project seeks to realize the following specific objectives:

- To develop critical thinking skills;
- To understand how media messages shape our culture & society and one's own beliefs about the real world;
- To recognize what the digital media maker wants us to believe or do;
- To recognize misinformation, lies and attempts for abuse;
- To discover the parts of the story that are not being told;
- To evaluate media messages based on own experiences, skills, beliefs, and values;
- To enhance international communication of young people and youth workers;
- To promote Digital Media Literacy and Erasmus +.

With this project, we want to raise awareness about the importance of media and the correct interpretation of received information as well as to raise awareness on misinformation, bias, abuse and lies with accent on digital media. What is important to understand is that media literacy is not about "protecting" youth from unwanted messages. Media literacy is about helping youth become competent, critical and literate in all media forms so that they control the interpretation of what they see or hear rather than letting the interpretation control them. To become media literate is not to memorize facts or statistics about the media, but rather to learn to raise the right questions about what you are watching, reading, or listening.

Without this fundamental ability, an individual cannot have full dignity as a human person or exercise citizenship in a democratic society. The project will help us to realize that we all live in reality that is affected by digital media, especially on our opinion and decisions. For this reason, we need to exchange knowledge, skills and best practices and raise awareness about digital media literacy in society.

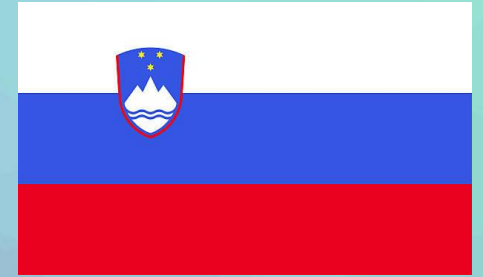
PARTICIPATING COUNTRIES



BULGARIA



NORTH MACEDONIA



SLOVENIA



GREECE



TURKIYE

PROJECT INFORMATION

DATES: 05.05.2023—10.05.2023

LOCATION: KRUSHEVO, NORTH MACEDONIA

NUMBER OF PARTICIPANTS: 15

TYPE OF PROJECT: ERASMUS + TRAINING COURSE

The Erasmus+ is the EU's programme to support education, training, youth and sport in Europe. The budget of € 26 billion of Erasmus+ 2021-2027 offers more mobility and cooperation opportunities than ever before.

This activity supports the professional development of youth workers. The professional development of the participating youth workers contributes to capacity building for quality youth work of the participating organizations and have a clear impact on the participating youth workers' regular work with young people. The learning outcomes, including any materials and innovative methods and tools, should be further disseminated in the youth field to contribute to quality improvements of youth work and/or foster youth policy development and cooperation.

PARTICIPANTS' PROFILE

- Youth workers that want to improve and strengthen their digital media literacy skills and acquire new ones in order to improve their work with the youth, especially the ones with fewer opportunities, on local level creating more digital media literate young people.
- 15 participants from 5 different countries; **3 youth workers per partner organization aged 18 +.**
- The partners will ensure that the participants will bring a positive knowledge for contribution for themselves and for the organization as well. The project activities are adapted to the participant's age group profiles and needs.
- The participants should be ready to be involved in all stages of the project (Preparation, Implementation and Follow-up);
- Good communication skills in English;
- They are coming from various fields, also with diverse backgrounds. Each partner organization will take into consideration the gender balance and their belonging to participants with fewer opportunities, particularly:
 - ✓ Cultural differences (people with a migrant or refugee background, people belonging to a national or ethnic minority, people with linguistic adaptation and cultural inclusion difficulties, etc.);
 - ✓ Social obstacles (people facing discrimination because of gender, ethnicity, religion, sexual orientation, disability, etc., people with limited social skills, people in a precarious situation, young and/or single parents, orphans, people from broken families);
 - ✓ Economic obstacles (people with a low standard of living, low income, dependence on social welfare system, unemployed).

APPLICATION FORM

The participants should fill in the following application form:

<https://docs.google.com/forms/d/e/1FAIpQLSdkQOqqScXRKPS4ZyIPUg16Z0JcVxwCNsYJX7L-c7ofBgcSJw/viewform>

FACEBOOK PAGE

All project coordinators and participants (after they will be selected and confirmed) are invited to join the Facebook group page:

<https://www.facebook.com/groups/1651428525296000>

PREPARATIONS BEFORE THE TC

- **Before the activity** in the preparation phase, each national team has a task: **to conduct street interviews about digital literacy and determine what local people think about the issue.**
- After coming to the project, each country will be a group among themselves and they will prepare and present by adding the results of their interviews.
- **For the international evening:** bring your country's flag and any typical beverage, food or snack from your country according to your possibilities. You can also prepare a presentation, show a video, teach us the most famous national dance... Feel free to use your creativity and imagination.

PROGRAMME SCHEDULE

Time/Day	05.05.2023	06.05.2023	07.05.2023	08.05.2023	09.05.2023	10.05.2023
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
08:00-10:00	Arrival and accommodation	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
10:00-11:30		Digital media and society	Free Space “You can lead”	Analyzing media messages	Create Blog about Media literacy education My Ideas Are Future Projects	Project Evaluation / Dissemination
11:30-12:00		Coffee break	City game	Coffee break	Coffee break	Coffee break
12:00-13:30		Information vs Persuasion		2nd part of the previous session	2nd part of the previous session	Closing Ceremony, YouthPass giving
13:30-15:00	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
15:00-16:30	Introduction, official opening, Getting to know each other & Team building	What do my people say? Critical thinking	Misinformation and Manipulation Digital media literacy skills	Media Messages (personal media messages)	Free afternoon	Departure
16:30-17:00	Coffe break	Coffee break	Coffee break	Coffee break		
17:00-18:30	Rules, contributions, expectations Erasmus+ Programme & YouthPass	2 nd part of the previous session	2nd part of the previous session	2nd part of the previous session		
18:30-19:00	Free time	Reflection time	Reflection time and Mid-term evaluation	Reflection time	Reflection time	
19:00-20:30	Dinner	Dinner	Dinner	Dinner	Dinner	
20:30	Welcome party	Intercultural night	Intercultural night	Intercultural night	Free evening	

Please inform us if you have to arrive on the 4th to make the proper arrangements.

VENUE AND ACCOMMODATION



Vila Gora – Krushevo, North Macedonia

Address: Hotel zone nn – Street Pitu Guli 53a

<https://www.vilagora.com/>

<https://www.facebook.com/profile.php?id=100064549577021>

Established in 2005, Villa Gora is a renowned and exclusive villa in Krushevo. It has 10 double, triple and four bed rooms, a restaurant and social places. Located in a hotel area on the edge of a pine forest near Krushevo woodland, Villa Gora offers comfortable accommodation and delicious food, easy access by car and parking place, total relaxation in urban and yet natural environment and also many activities in your free time. A lot of cultural and historical monuments as well as many natural rarities are in the nearby surrounding, offering memorable walks, sport and recreation.

Accommodation and food will be covered at 100%. Participants will be hosted in double or triple bedrooms with separate toilet and shower, central heating, TV, free access to internet. Participants will be assigned to their rooms on arrival.

P.S. There is a SPA so bring your bathing suits 😊

TRAVEL TO KRUSHEVO, NORTH MACEDONIA

- **From Turkiye:** there are regular lines from Istanbul's both airports to Skopje.

From Skopje airport there is a shuttle bus to the main bus station in Skopje that costs 199 denari (3,25 euros). Here you can see the timetable and the stops <https://www.wtransporter.com/#timetable>

From Skopje bus station there is a bus to Krushevo, but the time might not be suitable, so we might have to arrange the transport to Krushevo.

- **From Bulgaria and Slovenia** you can travel by bus or car.
- **From Greece** you can use public transport to Florina and then we will arrange the transfer to Krushevo. Or, you can travel by car.

Important: Please inform us of your travel means and do not buy tickets without our approval.

TRAVEL TO KRUSHEVO, NORTH MACEDONIA


- After receiving info about the participants, the coordinator in agreement with them and the partner organizations will arrange the best travel route and means according to your country. Each group will receive individual information about the travel because of its particularity. The arrival is on the 5th before lunch time (13:00). If any of the participants have to arrive the day before, we need to be informed to make the proper arrangements. The departure is on the 10th after lunch.
- It is very important to keep the original of all the tickets, boarding passes, pay toll receipts, gas receipts and make a copy of them for the reimbursement. Reimbursement will be done according the tickets and invoices amount you present.
- Travel amounts per participant:
 - **GREECE:180 EUR;**
 - **BULGARIA:180 EUR;**
 - **SLOVENIA: 275 EUR;**
 - **TURKIYE: 275 EUR.**
- Each participant should have travel insurance that covers Covid-19 treatment. This is not covered by the project.
- Important: If some participants cannot afford to pay the travel in advance, please inform us.



ABOUT KRUSHEVO

- Krushevo is the highest town in North Macedonia, situated on the Busheva mountain, over 1,350 meters above sea level, surrounded by beech and pine forests and mountain peaks.
- Because of the favorable historical, cultural, climatic and geographical specificities it is considered as a tourist center with many tourist facilities especially as a winter touristic center. It is full of old and more recent houses built in the style of old Macedonian architecture.
- Historic Krushevo was one the center of the country's Ilinden-Uprising. Today the main celebrations of the National holiday on the 2nd of August are held here.
- The weather in May should be pleasant and sunny, but as it is mountain town it gets chilly in the morning and evening. So, bring warmer clothes as well.



Location within North Macedonia
Coordinates:  41°22'12"N 21°14'54"E



OTHER INFORMATION

Exchange currency:

According to

https://commission.europa.eu/funding-tenders/procedures-guidelines-tenders/information-contractors-and-beneficiaries/exchange-rate-infoeuro_en

1 EUR = 61,63 MKD

1 BGN = 31.5114 MKD

1 TRY = 3.09195 MKD

Emergency phone numbers

Here are the four most important emergency numbers to take note of when visiting North Macedonia:

	194 for ambulance service
	193 for fire
	192 for police
	112 for the national emergency number.

PARTICIPATING ORGANIZATIONS

- Association for European integration “European Viewpoint” – North Macedonia
- Association “International Initiatives for Cooperation” – Bulgaria
- PI Youth Association – Turkiye
- EPEKA – Scientific-research association for sports, cultural and educational programs and technology, social enterprise – Slovenia
- European Initiative for Youth Empowerment, Mindfulness and Wellbeing "GO Alive" - Greece

CONTACT

- For any questions or issues that you might have, please contact us:

<http://www.egt.mk/index.html>

https://www.facebook.com/evropska.tocka?fref=ts&_rdr

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