

Media Education in the French Community of Belgium

Pr. Jerry Jacques

JNUE International Seminar on Media Literacy and Digital Divide

14 December 2021



1. A brief history of media education in the French Community of Belgium
2. Key players in research and practice
3. Current and Future Challenges



Sources :

- De Smedt, T. (2012). **L'éducation aux médias en Belgique: Itinéraire et état des lieux.** *Jeunes et Médias. Les Cahiers Francophones de l'éducation Aux Médias*, 4, 77–91.
- De Smedt Th. & Fastrez P. (to be published) **Un demi-siècle d'éducation aux médias, de l'homme imaginaire à la gouvernamentalité algorithmique.** In Delamotte E. (ed.) *Figures de scientifiques d'hier et d'aujourd'hui. Formulation de points de vue en dialogues. Sur l'éducation aux médias, à l'information et au numérique* (title to be confirmed). Villeurbanne: Presses de l'ENSSIB.
- Interview with Patrick Verniers, Director of the Support Administration of the High Council for Media Literacy



1. A brief history of media education in the French Community of Belgium



Source: https://fr.m.wikipedia.org/wiki/Fichier:Belgium_in_Europe.svg



Source:
https://commons.wikimedia.org/wiki/File:Communaut%C3%A9_fran%C3%A7aise_in_Belgium.svg#filelinks



70' - The Pioneers: media education initiatives created by teachers working in different disciplines

→ spontaneous, intuitive, without formalized objectives

80' – A First Think tank:

- teachers, professionals and researchers: marginalized actors working on "illegitimate" objects
- a think tank initiated by "La Médiathèque" (a multimedia library)

90' – Creating the Network :

- a political demand to prove the interest/effects of media education
- The first large-scale study on the feasibility of integrating media education in schools (1992)
- Foundation of the Council for Media Education (1995), creation of 3 resource centers to help and train teachers.

00' - Institutionalization and Research:

- Media education becomes a research object, focus on competences and media literacy
- Media education is partially integrated in schools curriculum as a "transversal" topic to be addressed in different disciplines
- Reinforcement of the High Council for Media Education

10-20' - A Common Ground

- The High Council of Media Education as a hub
- A model of competence (Fastrez, 2010) as a common ground
- A master's degree in media education
- Media Education is still considered as a transversal topic in schools.

Main approach: helping media users to develop their personality and to actively explore the media landscape

An attempt to synthesize two approaches of ML:

- An expressive approach: « (...) as the ability to share meaning through symbol systems in order to fully participate in society » (Hobbs, 2010, p. 16).
- A critical approach: « as the unmasking of dominant, taken-for-granted understandings of reality » (Jørgensen & Phillips, 2002: 176) in order to transform them « into potential objects for discussion and criticism and, thus, open to change » (Jørgensen & Phillips 2002: 178).

→ ML as a way to balance the power relations at stake in our media-rich world, to empower users and communities, to promote a civilized use of media

2. Key Players in Research and Practices

The High Council for Media Education:

- A forum to gather the stakeholders on the long run
 - Media education organisations
 - Media Industries
 - Journalists
 - Ressources Centers in Media Education
 - Schools Administration
 - Universities, higher education institutions
 - Experts
 - Cultural associations
 - Youth organisations
 - Government and parliamentary representatives
 - Unions
 - ...



The High Council for Media Education:

- Established by the Belgian law
- The result of a long activist work
- A public recognition
- A structure focused on education, not regulation

Core missions:

- Promote media education and literacy
- Facilitate the cooperation between the members
- Encourage the integration of ML in schools programs
- Give an opinion on some media education projects/tools
- Key questions: stereotypes, media innovation, advertising



Three Ressources Centers

- training teachers, media education operators.
- design, promote and supervise initiatives, actions, experiences, pedagogical tools, research or evaluations related to media education



The Research Group in Knowledge Mediation

- Active in the field of media education and literacy for 30 years
 - Documenting and understanding media practices from the users' point of view
 - Focus on competences definition and evaluation
 - Media education pedagogy



GREMS
Groupe de Recherche
en Médiation des Savoirs





Professor Anne-Sophie Collard
Jeremy Grosman



Maxime Verbesselt
Valentine François

Professor Hyeon-Seon Jeong,
Department of Korean Education
Professor Kyeong Hur, Department of
Computer Education
Dr. Amie Kim, Research Fellow, Gyeonggi
Institute of Education
Dr. Yeon Ju Oh, Principal Manager,
National Information Society Agency
Min young Choi, Community Media
Foundation
Gwang-Hee Kim, Teacher of Seochon
Elementary School/ Doctoral student,
Department of Korean Education
Seong Cheol Lee, Teacher of Jugam
Elementary School



Jacques, J., Grosman, J., Collard, A.-S., Oh, Y., Kim, A., & Jeong, H.-S. (2020). "In the Shoes of an Algorithm" : A Media Education Game to Address Issues Related to Recommendation Algorithms. *The Journal of Education*, 3(1), 37-62.

Grosman, J., Jacques, J., & Collard, A.-S. (2022). "The Beatles with the Lower Score, it Breaks my Heart" : Framing a Media Education Response to Datafication and Algorithmic Recommendations in Digital Media Infrastructures. In L. Pangrazio & J. Sefton-Green (Éds.), *Learning to Live with Datafication : Educational Case Studies and Initiatives from Around the World* (Routledge).



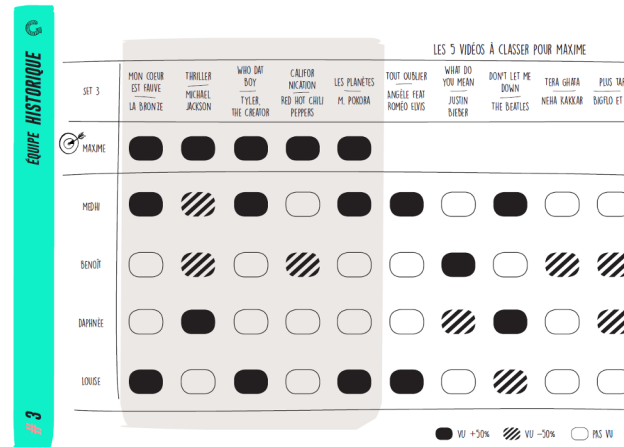
In the Shoes of An Algorithm

PERSOMA JULIETTE
#1

NOM D'UTILISATRICE : JUJU2003
PRÉNOM : JULIETTE
GENRE : FEMME
ÂGE : 16 ANS
VILLE : BRAÏNE-L'ALLEUD, BELGIQUE
INSCRITE DEPUIS : 16 JANVIER 2014

PERSOMA MAX
#3

NOM D'UTILISATEUR : MAXAGAZÉ
PRÉNOM : MAXIME
GENRE : HOMME
ÂGE : 31 ANS
VILLE : NAMUR, BELGIQUE
INSCRITE DEPUIS : 31 MARS 2010

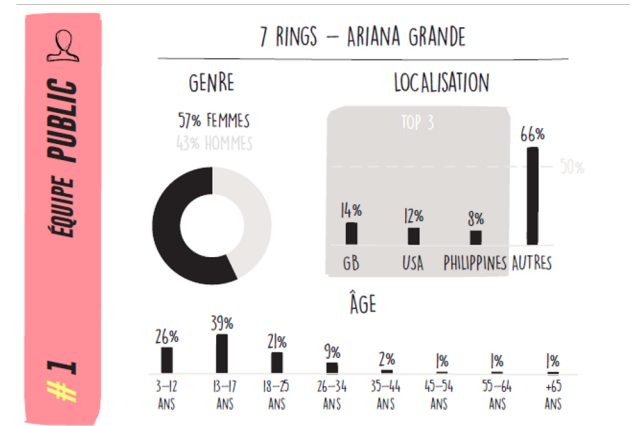


ÉQUIPE NOTORIÉTÉ
#1

WHAT DO YOU MEAN

1 990 III 427 VUES
45 MOIS
7600 K 👍
1000 K 👎
487 035 COMMENTAIRES

JUSTIN BIEBER
43 956 025 👤
147 MOIS
132 VIDEOS
TOTAL DES VUES
19 179 837 415



2. Current and Future Challenges

- Lack of financial means, with a longer timeline
- Compulsory schooling: a need of greater coherence integration and coherence
- Constantly evolving media landscape
- Bridging practice and research
- Beyond hot topics: developing a long-term perspective



Thank you !

jerry.jacques@uclouvain.be

