

Media and Information Literacy  
for the Public Good

# GLOBAL MEDIA AND INFORMATION LITERACY WEEK

24-31 October 2021

#GlobalMILWeek

## INTERNATIONAL SYMPOSIUM

*Organized by*



*Sponsored By*



Ministry of  
Communication



## CONCEPTUAL NOTE

# COMMUNICATION, SOCIAL MEDIA AND NEW USES ISSUES : CONTRIBUTION OF MEDIA EDUCATION IN AFRICA

*October 29 & 30, 2021*

*Face-to-face and online*



Email: [edukmediacameroon@gmail.com](mailto:edukmediacameroon@gmail.com)

Phone & whatsapp: (+237) 656393800



## 01

# CONTEXT AND JUSTIFICATION

Today, social media and networks are ubiquitous. They have integrated our lives, especially through technological innovation. A revolution that took its risks with it. The list of abuses (cybercrime, cyberbullying, etc.) orchestrated by unscrupulous Internet users is long, and is unlikely to close as soon as appropriate solutions are not found. Unconsciousness leads to drift, and good media education can be rewarding.

Media education brings together all the pedagogical and didactic processes used to develop specific media skills and knowledge in relation to social, political, economic or cultural issues and objectives (Landry & Letellier, 2016). This work requires the efforts of all stakeholders (government, business, students, teachers, parents, regulators, journalists, bloggers, psychologists, lawyers, CSOs, etc.) to achieve more responsible citizens in their uses and practices in media and social networks. That is why media and information education is an imperative in Cameroon and Africa in terms of digitalization. It is needed now more than ever, especially at a time when fake news, disinformation, and all forms of abuse are proliferating on social media

The Cameroonian Media Education Association (EDUK-MEDIA) is calling for papers for an international symposium on the theme « communication, social media and issues of new uses: the contribution of education to the media and » information. The colloquium intends to discuss the theoretical, epistemological, axiological and socio-political positions that guide research on media drifts and the contribution of media education and information.

## 02

# GENERAL OBJECTIVE

The overall objective of this celebration of SEMI is to present the IME as a relevant alternative to the fight against drift in social media and to foster constructive and positive ownership of the media in general and social networks in particular.

## 03

# SPECIFIC OBJECTIVES

The specific objectives pursued are:

- Raising awareness among young people about the responsible use of social networks;
- Initiate multidisciplinary collaborations in university research in IME ;
- Recognize IME as a public good essential to our survival in the digitalized world
- Raising public awareness of promoting IME ;
- Raising awareness among media personnel and web influencers of good media practices

## 04

# MEETING PLACES

The international symposium will be held from **29 to 30 October 2021**. The activities of the day of **29 October 2021** will be held at the Ministry of Communication (**MINCOM**) in Yaoundé and

the activities of the day of **30 October 2021** will be held at the **Higher School of Information and Communication Sciences and Techniques (ESSTIC)** in Yaoundé. The symposium will bring together researchers and academics from several African countries as well as several international experts in IME. It will be held in-person and online via the **zoom** application. Its central theme will be: "*Communication, social media and new uses: the place of media and information education in Africa*".

05

## THEMATIC AXES

01

### MULTIDISCIPLINARY ANALYSIS OF NEW MEDIA ISSUES

#### SUB-THEMES È

- 1) Media and social cognitions
- 2) Hate speech and misinformation
- 3) Politics and social networks
- 4) Radicalism and violent extremism online
- 5) Social networks and mental health

02

### MEDIA COMMUNICATION

#### SUB-THEMES È

- 1) New media and participation
- 2) (Re)building trust with the media
- 3) Non-violent communication in the media

03

### PUBLIC POLICY AND IME

#### SUB-THEMES È

- 1) Regulation of Internet drift
- 2) Justice and People's Court on the Media
- 3) Scientific research and the media
- 4) Social networks and scientific research
- 5) Social networks and changes at work
- 6) Secure electronic communications

04

### MEDIA EDUCATION: A NECESSITY

#### SUB-THEMES È

- 1) Institutionalization of the NDE
- 2) IME teaching
- 3) Media and information skills

**NB:** The opening of the Symposium will also provide an opportunity for the UNESCO Regional Office for Central Africa to officially launch the network of civil society organizations (CSOs) committed to combating hate and misinformation. This network of 40 CSOs was set up as part of the **CoronavirusFacts** project, and coordinated by the EDUK-MEDIA association.

06

## TARGET AUDIENCE

This shall consist of:

- **Academics specializing in education, media, communication and information issues and any related topics;**
- **IME experts;**
- **Public service officials**
- **Media professionals**
- **Embassies**
- **International organizations.**

A total of 150 participants are expected in person during the 2 days of the symposium. With the live broadcast on Zoom and Facebook, the symposium will reach more than 5,000 people instantly.

## PROGRAM OF ACTIVITIES

Periods	Hours	Activities	Places
<b>International Symposium</b>			
Friday, 29 October 2021	08:00-09:00	Registration of participants	MINCOM
	10:00-10:30	<b>Opening words</b> of the symposium (EDUK-MEDIA, UNESCO, MINCOM)	
	10:30-10:45	<b>Inaugural lesson</b> : media education for the public good <i>Prof. Daouda Maingari</i> (Head of Department, Faculty of Education UY1)	
	10:45-11:20	Communications <i>Dr. Ebale Moneze</i> (Head of the Department of Psychology) the contribution of social and behavioral sciences to the understanding of communication phenomena	
	11:20-11:50	Presentation of the platform of the CSO network against hate speech (UNESCO+EU)	
	11:50-12:00	Family photo	
	12:00-12:30	<b>Coffee Break</b>	
	12:30-14:30	<b>Communications Part 1</b> : (4 papers from the proposed themes)	
	14:30 - 16:30	<b>Communications Part 2</b> : (4 communications from proposed themes)	
	16:30-17:00	Cocktail	
Saturday 30 October 2021	08:00 - 09:00	Registration of participants	ESSTIC
	10:00-10:45	Institutional Communications <i>The use of new media for the promotion of intercultural dialog</i> (CNPBM) <i>Issues and challenges of new media regulation</i> (CNC) <i>Cyber security and the challenges for democracy</i> (ANTIC)	
	10:45-11:15	Journalists in the new media age <i>Dr. Baba Wame</i>	
	11:15-12:15	<b>International online panel 1</b> (experience in implementing the IME in French-speaking countries) <i>Pr Divina Fraug-Meigs</i> (Savoir Devenir, France), <i>Pr Drissia Chout</i> (Morocco), <i>Paul de Theux</i> (IAME Belgium)	
	12:15-12:30	<b>Coffee break</b>	
	12:30-14:30	<b>Communication Part 3</b> : (3 papers from the proposed themes)	
	14:30-15:30	<b>International online panel 2</b> (experience of IMS implementation in Anglophone countries) <i>Dr. Yonty Friesem</i> (Media Lab, USA), <i>Alicia Haywood</i> (USA), <i>Wally Gichunge</i> (Unesco MIL Alliance, Kenya)	
	15:15-16:00	<b>Communication Part 4</b> : (3 papers from the proposed themes)	
	16:00-16:30	Thank you EDUKMEDIA & End of UNESCO Family photo & Cocktail	
	4:30 p.m.	End of the Symposium	