



International conference

## **Media and Information Literacy for Knowledge Societies**

24-28 June, 2012, Moscow

### **Overview**

In order to survive and develop, make decisions, and solve problems in every facet of life – personal, social, educational and professional, – individuals, communities and nations need information about themselves as well as their physical and their social environments.

Media and information literacy consists of the knowledge, the attitudes, and the sum of the skills needed to know when and what information is needed; where and how to obtain that information; how to evaluate it critically and organise it once it is found; and how to use it in an ethical way. The concept extends beyond communication and information technologies to encompass learning, critical thinking, and interpretative skills across and beyond professional and educational boundaries. Media and information literacy includes all types of information resources: oral, print, and digital.

Media and information literacy is a basic human right in an increasingly digital, interdependent, and global world, and promotes greater social inclusion. It can bridge the gap between the information rich and the information poor. Media and information literacy empowers and endows individuals with knowledge of the functions of the media and information systems and the conditions under which these functions are performed. It assists them and their institutions and organisations to meet their technological, economic, and social challenges, to redress disadvantages, and to advance every individual's well-being.

Promoting media and information literacy is one of the challenges of the global information society. Training for living in the new reality does not keep pace with the rate of technical development and social changes. For this reason, it is becoming more and more vital to provide citizens with the necessary education and training to be able to live and work successfully in a very complicated information environment. Individuals need to know how to act in this environment, efficiently use its potential and protect themselves from its negative impacts. Media and information literacy promotion in the modern world is for instance recognised to be a prerequisite for exercising constitutional rights and participating in quality education.

Media and information literacy is essential for observing ethical principles in the knowledge societies, for the professional development of publishers, librarians, educators, journalists and other information and media specialists, all of them being directly involved in creating, distributing, using and preserving information and knowledge. The need for developing media and information literacy skills and knowledge, especially in young citizens, is even more critical in the light of the rapid depreciation of knowledge due to the change of scientific and social paradigms.

Media and information literacy development is one of the priorities of the Strategic Plan of the UNESCO Information for All Programme (IFAP). The Conference is held in the framework of Russian chairmanship in the IFAP Intergovernmental Council and is Russia's contribution to the implementation of the Programme's Strategic Plan.

### **Conference Convenors**

- Ministry of Culture of the Russian Federation
- Federal Agency for Press and Mass Communications of the Russian Federation
- Commission of the Russian Federation for UNESCO
- UNESCO/IFAP
- IFLA
- Russian Committee of the UNESCO Information for All Programme
- Interregional Library Cooperation Centre

### **Conference Objectives**

- To raise public awareness of the significance, scale and topicality of the tasks of media and information literacy promotion among information, media and education professionals, government executives and public at large
- To outline policies and professional strategies for the promotion of media and information literacy and to identify key problem areas
- To contribute to improving international, regional and national policies and legislation in the field of media and information literacy promotion
- To identify and promote best practices in the above fields

### **Conference Themes**

- Conceptualising media literacy, information literacy and information culture:
  - Correlation between concepts and contents. Media and information literacy as a new concept
  - Media and information literacy indicators: issues and solutions
- Media and information literacy promotion: political, ethical, institutional and practical aspects

- Media and information literacy and education: training the trainers, professional development challenges, the role of educational institutions and libraries, international, national and regional experiences, standards and integration in educational systems, challenges related to the national and institutional adaptation of the UNESCO MIL Curriculum (see <http://unesdoc.unesco.org/images/0019/001929/192971e.pdf>)
- Media and information literacy and the role of mass media

### **Conference Participants**

The conference will gather about 100-120 participants:

- executives, representatives and experts of key specialised international governmental and non-governmental agencies and organisations (UNESCO, IFLA, International Federation of Journalists, etc.)
- world leading experts in the field of knowledge societies building
- leading researchers and professors of journalism, librarianship and education science
- executives and representatives of government authorities responsible for educational institutions, libraries, printed and electronic media
- representatives of non-governmental associations of media and information literacy professionals
- representatives of organisations and institutions engaged in publishing professional literature on media and information literacy
- writers and scholars, specialising in philosophy, political science, social anthropology, culturology, media studies
- mass media professionals

Invitations will be sent to all national commissions for and permanent delegations to UNESCO.

### **Working Languages**

English and Russian (with simultaneous interpretation provided).

### **Conference Venue**

Atlas Park Hotel, a modern 4-star complex in picturesque surroundings 15 km from Moscow (for more information see <http://www.atlas-hotel.ru/about>; the hotel photos - at <http://www.me-atlas-park.ru/foto.html>).

Address: 92, Sudakovo Village, Domodedovo District, Moscow Region.

The nearest Moscow international airport is Domodedovo.

## **Schedule of Stay**

### *24 June (Sunday)*

Arrival of participants in Moscow. Transfers to the Atlas Park Hotel

19.00 Dinner

### *25 June (Monday)*

08.00–9.30 Breakfast

10.00– 11.30 Conference opening gala. Plenary meeting

11.30–12.00 Coffee break

12.00–14.00 Plenary meeting

14.00–15.00 Lunch

15.00–18.00 Section work (Sections 1 and 2)

19.00 Reception by the organisers

### *26 June (Tuesday)*

08.00–09.30 Breakfast

10.00–12.00 Plenary meeting. Reports by moderators of Sections 1 and 2.  
Questions and answers. Communications

12.00–12.30 Coffee break

12.30–14.00 Section work (Sections 3 and 4)

14.00–15.00 Lunch

15.00–18.00 Plenary meeting. Reports by moderators of Sections 3 and 4  
Questions and answers. Open discussion platform.  
Discussion on draft Final document  
Conference closing.

18.30-19.30 Dinner

20.00-21.00 Classical music concert

### *27 June (Wednesday)*

08.00–09.30 Breakfast

10.00–17.00 Cultural programme: bus tour round the Moscow historic centre. Walk tour round the Moscow Kremlin and the Red Square

17.00-19.00 Route to the Atlas Park Hotel.

19.00 Dinner

Departures from Moscow

### *28 June (Thursday)*

Departures from Moscow

## **Sections**

1. Conceptualising MIL, MIL indicators
2. MIL promotion
3. MIL and education
4. MIL and mass media

## **Communications and Papers**

Participants willing to make a communication (duration: max. 20 minutes) should submit an abstract (up to 3600 characters) in .doc or .rtf format to the Conference Organising Committee before 1 May 2012, and the full text of the communication (not more than 18,000 characters), before 1 June 2012.

All abstracts will be reviewed by the Conference Programme Committee.

Conference Proceedings are planned for publication in printed and digital form in Russian and in English.

## **Terms of Participation**

In order to participate in the event applicants should fill in the Application Form (see below) and send it to the Organising Committee not later than 15 April 2012.

Applicants approved by the Organising Committee will be sent a personal invitations and further instructions.

Transfers in Moscow, meals (including the reception, lunches, dinners and coffee breaks), cultural activities and conference materials for registered participants are covered by the Organising Committee. No registration fee is charged.

The Organising Committee will cover travel and accommodation costs for

- invited speakers
- moderators of sections and plenary meetings
- members of the working group preparing the Conference final document

Participants from CIS and least developed countries are encouraged to attend and some financial support may be provided.

Travel and accommodation costs for other participants are not covered by the Organising Committee.

Participants willing to stay at the Atlas Park Hotel are advised to book rooms beforehand and contact the hotel manager Vladimir Chulyukov (e-mail: [Chulyukov@atlas-hotel.ru](mailto:Chulyukov@atlas-hotel.ru), tel: +7-495-645-2525 (ext. 415), fax: +7-495-645-2506).

Foreign guests are recommended to arrive at the Atlas Park Hotel on Sunday, June 24. Check-in time at the Hotel is 6 p.m., check-out time is 4 p.m.

### **Visa Support**

The Ministry of Foreign Affairs of the Russian Federation will assist the participants in obtaining visas for entering the Russian Federation. Along with a personal invitation participants will receive a special visa application form to be filled and sent to the Organising Committee before 1 May.

### **Local Transportation**

A free bus (Domodedovo Metro Station – Atlas Park Hotel and back) will be available for the conference participants on June 25-26 (morning and evening). Approximate travel time is 40 min.

### **Contacts**

**Mr Evgeny Kuzmin**, Co-Chair, Conference Organising Committee; Chair, Intergovernmental Council and Russian Committee, UNESCO Information for All Programme; President, Interregional Library Cooperation Centre

**Mrs Tatyana Murovana**, Member, Conference Organising Committee; Executive Secretary, Russian Committee, UNESCO Information for All Programme

Interregional Library Cooperation Centre

Russian Committee for UNESCO Information for All Programme

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## **UNESCO Information for All Programme**

Information for All Programme (IFAP) was established in 2001 as a flagship intergovernmental UNESCO programme for the purpose of assisting Member States in formulating and implementing balanced national policies of building an inclusive information society / knowledge societies. The Programme is based on inter-disciplinary, cross-sectoral and integrated approaches. Information preservation is one of the five IFAP priority lines of actions, the other four being information accessibility, information literacy, information ethics and information for development.

## **Russian Committee of the UNESCO Information for All Programme**

Established in 2001, the Russian Committee of the UNESCO Information for All Programme became the first national committee of IFAP. Representatives of governmental authorities; institutions of education, science, culture and communications; public associations and commercial companies are among the Committee members. The Committee provides assistance in implementing the Programme ideas, tasks, concepts and priority lines of actions at both national and international levels. It participates in the advancement of policies and legislation in the fields of culture, education, communications and information for the purpose of building inclusive information society / knowledge societies. It contributes to the development of analytic and practical guidelines, to the establishment of the best practice centres and to the improvement of the activities of institutions within its competence.

[www.ifapcom.ru](http://www.ifapcom.ru)

## **Interregional Library Cooperation Centre**

Interregional Library Cooperation Centre (ILCC) is a working body of the Russian Committee of the UNESCO Information for All Programme. In addition to participating in the IFAP implementation, ILCC participates in (a) drafting and implementing in Russia the national library policy and programmes aimed to preserve library collections; (b) developing the All-Russian public centres of legal and other socially meaningful information; (c) reading promotion; (d) advancing professional library training and (e) developing multilingualism in cyberspace. On a regular basis, ILCC drafts, publishes and disseminates information and methodological materials on the development of librarianship, culture and information policy.

[www.mcbs.ru](http://www.mcbs.ru)

## **IFLA Information Literacy Section**

IFLA is the International Federation of Library Associations and Institutions. IFLA is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession.

The primary purpose of the IFLA Information Literacy Section is to foster international cooperation in the development of information literacy education in all types of libraries and information institutions. The section has the following main goals:

- Advocate for information literacy in society and increase partnership within IFLA and with other organisations or institutions.
- Support information professionals and other relevant partners in the provision of information literacy education in different types of libraries and information institutions, for all social sectors and in all geographical areas.
- Develop information literacy as a multi-cultural, multifaceted concept, of relevance to the global society by exploiting the collective, international experience of the section.

<http://www.ifla.org/en/about-information-literacy>

**International Conference**  
**«Media and Information Literacy in Knowledge Societies»**

24-28 June 2012, Moscow, Atlas Park Hotel

**Application Form**

Full Name (Family Name, First Name and Middle Name/Patronymic) as indicated in the passport	
Employer	
Position	
Contact details (tel., fax, email)	
Subjects of interest	<input type="checkbox"/> Conceptualising MIL, MIL indicators <input type="checkbox"/> MIL promotion <input type="checkbox"/> MIL and education <input type="checkbox"/> MIL and mass media
Experience in media and information literacy	
Participation form	<input type="checkbox"/> with a communication <input type="checkbox"/> without a communication  Communication subject:  Communication title:
Date and time of arrival in Moscow	
Date and time of departure from Moscow	
Comments:	