

Media literacy in action

12 March 2026, Florence

This workshop explored why media literacy is not just an educational goal but a critical component of civic education and democratic resilience. It focused on providing participants with a “compass” to navigate the digital world, where viral content and misinformation shape public debate. Through real-life examples and open discussion, the session introduced practical tools—including the European Democracy Shield—to help citizens and journalists question what they see, engage thoughtfully, and take an active, responsible role in democratic life. The session bridged the gap between theory and action, emphasizing media literacy as a living competency essential for the digital age.

Speakers

Anne Leppäjärvi, Haaga-Helia University of Applied Sciences, Finland

Cristina Nistor, Bolyai University

KEY TAKEAWAYS

- Media literacy is a practical “compass” needed to navigate information-heavy digital environments.
- The Finnish educational model offers a successful framework for embedding media literacy across all levels of society.
- Tools like the European Democracy Shield provide a practical infrastructure to support critical engagement with digital content.
- Moving “in action” means transitioning from passively consuming media to actively questioning, verifying, and participating in public debate.
- Media literacy is foundational to “democratic resilience”—the ability of a society to withstand disinformation and maintain informed participation.