

*The biggest media literacy
association in Croatia*



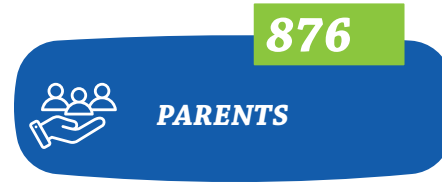
Association for Communication and Media Culture



Association for Communication and Media Culture

FOUNDED IN 2011

NUMBER OF USERS IN 2023

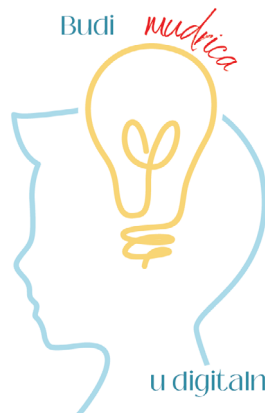


50 MEDIA LITERACY PROJECTS

AT THE NATIONAL LEVEL



VIDEO POKRENI - savjet primijeni!



Budi *mudrica*

u digitalnom svijetu



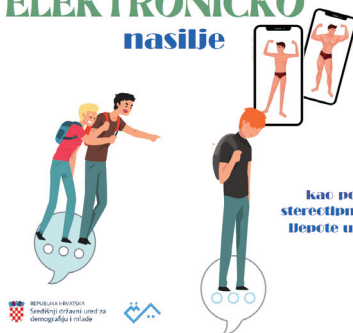
National projects in 2023



KAO SUPERJUNAK

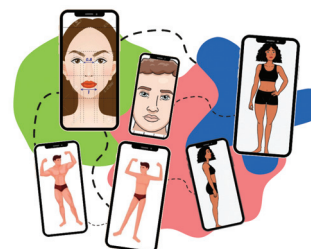


ELEKTRONIČKO nasilje



Kao posljedica stereotipnih prikaza ljepote u medijima

Prikaz LJEPOTE na društvenim mrežama



Activities with children and youth



*We visited more than **300** schools, libraries and other public institutions in Croatia!*

Our topics: cyberbullying, online safety, sexting, videogames, beauty and stereotypes in the media, disinformation, violence in the media, cartoons, introduction to the media, etc.



GENERAL COMMENT NO. 25 ON CONVENTION ON THE RIGHTS OF THE CHILD - UNITED NATIONS

DKMK and children from Croatia participated in creating General Comment no. 25 on children's rights in relation to the digital environment.

Pupils participate in our contests and best practice examples at national level

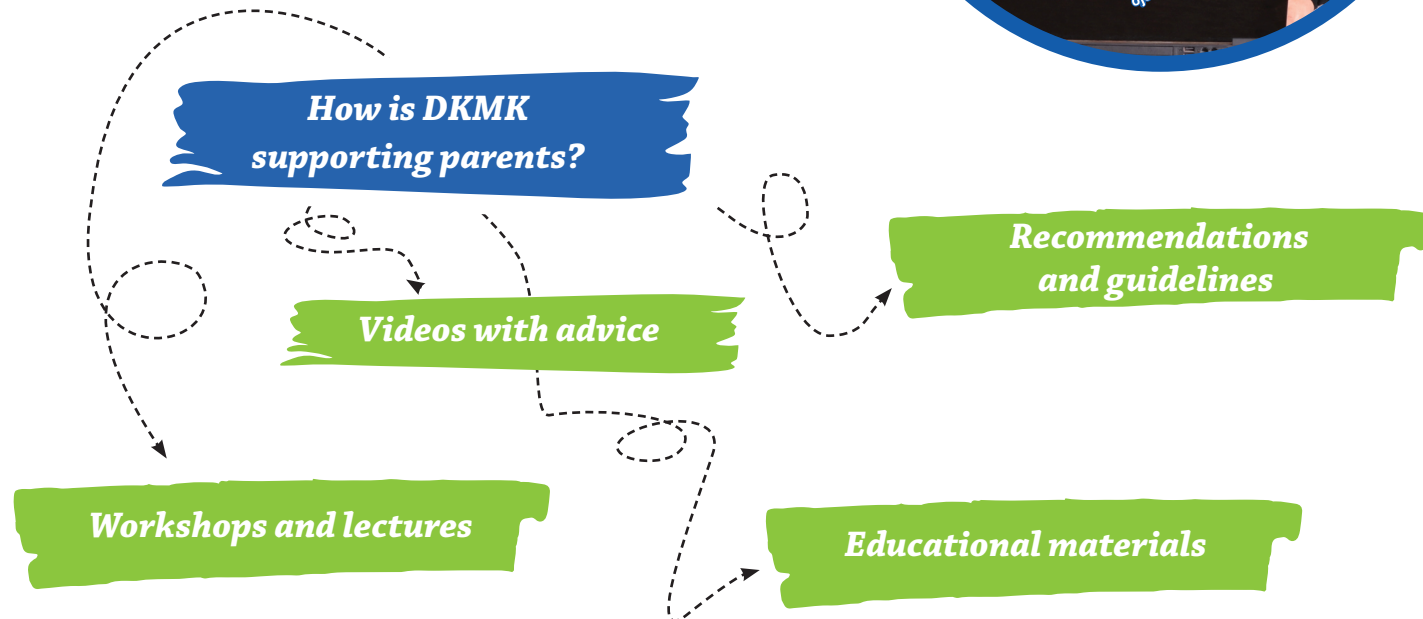
Participation enables children and young to discuss and co-create matters that affect them when they use media in everyday life. It gives them opportunity to be heard and develop their critical approach to social media.

- ➔ *Beauty stereotypes in media - find your example!*
- ➔ *How to stop cyberbullying? Show us through video!*
- ➔ *How to use social media for learning purposes?*



Activities with parents

Parents are the first media literacy educators of children, we need to empower them so they can transfer the knowledge to their children.





„The most interesting part of the lecture was data obtained from research on how many children and at what age are influenced by the media and how many of them have encountered sexting.”

„The presented statistics are shocking and give a lot to think about.”

What do parents say about our lectures?

„I learned how influential media are.”

„We became aware of the seriousness of the problem, we became familiar with what we parents did not know before.”

Teachers

Our values include supporting education and continuous professional development of teachers and educational staff at all levels. We recognize and support their specific needs and the development of basic and advanced media literacy competencies and skills.



WORKSHOPS

WEBINARS

LECTURES

CONSULTATIONS

EDUCATIONAL MATERIALS

Media literacy school for teachers

Three-day program for classroom teachers, Croatian language teachers and librarians who play the most important role in children's media education in Croatian schools.



The goal is to educate teachers and empower them in the field of media education, upgrade their existing ML knowledge and experience and thus increase their media competence.

Media Socrates

First media literacy prize in Croatia for the best media literacy programs and materials created by teachers at the national level.



Our goal is to recognize the outstanding achievements and exceptional work of educators who dedicate their effort to media literacy in their programs and thus make a difference in the community. Received materials are reviewed by university professors of teacher education, journalism, media and communication science.



Volunteers

Students of communication studies and journalism at University of Zagreb and Croatian Catholic University give their free time to give lectures and workshops for pupils all around Croatia. They also educate each other and upgrade each other's knowledge.

Volunteers are also included in writing articles for our Internet page, they explore new media trends, create visual solutions for projects and our posts on social media platforms.



Year	Volunteers	Hours
2023	27	1428
2022	24	2550
2021	28	2320

Publications



**BOOKLETS
FOR CHILDREN**

13



**HANDBOOKS FOR TEACHERS,
PARENTS AND YOUTH**

4



BOOK



**KURIKULUM MEDIJSKOG
OBRAZOVANJA ZA
OSNOVNE I SREDNJE ŠKOLE**

**CURRICULUM OF MEDIA
EDUCATION FOR ELEMETARY
AND HIGH SCHOOLS**

Research

Media Competences of Teachers in Croatia (2021)

In cooperation with the Polyclinic for the Protection of Children and Youth of the City of Zagreb and the City Health Office of the City of Zagreb - national research project “Social Online Experiences and Mental Health of Young People” (2019)

Evaluation of the Media Culture Program (2018)

The first national comparative survey on the habits of children and their parents on the Internet (2017) - EU Kids Online

Attitudes of Parents of Preschool Children on Media Literacy (2015)

Attitudes of Students, Parents and Principals in Primary School Education on Media Literacy (2013 – 2018)

Attitudes of the General Public About Media Literacy and Media Education (2013)

Content Analysis of Children Representation in Croatian daily newspapers (2010)



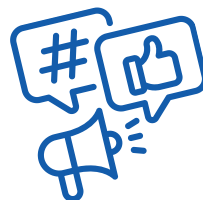
We care for our elders

**WORKSHOPS AND
INDIVIDUAL CONSULTATIONS**
*on topics important for increasing
the quality of third age people's life*

- *How to interact and communicate through different digital platforms*
- *How to participate in society through public and private digital services*
- *How to create and edit digital content*
- *How to protect devices, content, personal data and privacy in digital environments*



**ONLINE
SENIORS**



Promoting ML in media



*National and local media
follow our work*

*DKMK is considered as opinion leader in
Media literacy field on national level*



Partnerships

Networking is essential for building wealth.

By connecting with other professionals and sharing resources we create opportunities.



Agencija za odgoj i obrazovanje
Education and Teacher Training Agency

Education and Teacher Training Agency

is in charge of professional and advisory work in education. The Agency participates in the monitoring, improving, and developing education in preschool, primary and secondary education and adult education. The founder of the Agency is the Republic of Croatia, and the rights and duties of the founder are performed by the Ministry of Science and Education.

Pragma*

Pragma is association including social workers and psychologists, founded with the aim of promoting and developing health and social care for socially vulnerable as well as providing emotional literacy education.

eaVI
MEDIA LITERACY FOR CITIZENSHIP

European Association for Viewers Interests is an international non-profit organisation registered in Brussels which advocates media literacy and full citizenship. EA VI supports the adoption of initiatives that enable citizens read, write and participate in public life through the media.



**DOM ZA STARIJE OSOBE
SVETA ANA ZAGREB**

Retirement home Sveta Ana in Zagreb take care for the digital competences and needs of their residents.



**HRVATSKI ŠKOLSKI
SPORTSKI SAVEZ**

Croatian School Sport Federation is in charge of school sports intending to connect as many Croatian children around sports and educational school activities. They are also devoted to the development of children's communication skills in promoting sports through the media.

UHO

Utočište Hrabrih Online

Shelter of the Brave Online

**First online platform for victims of
cyberbullying in Croatia**

#NoHateZone - DKMK experts supported by partners
share advice and help the victims of cyberbullying



The screenshot shows the homepage of the UHO website. At the top left is the UHO logo. In the top center, there are three navigation links: ZONA SAVJETA, O PROJEKTU, and OPCI UVJETI. At the top right is a red button labeled POŠALJI PORUKU. The main content area features the title "Utočište Hrabrih Online" in large red font, with a large, faint "UHO" watermark in the background. Below the title is a short paragraph in Croatian: "#NoHateZona u kojoj dijelimo iskustva cyberbullyinga, slušamo se i međusobno pomažemo savjetima." To the right of the text is a QR code. At the bottom of the screenshot, there is a dark grey play button icon and the text "Utočište Hrabrih Online".

Previous international projects

WE PLAY IT SAFE



Embassy of the United States
Zagreb - Croatia

MIND OVER MEDIA



Analyzing Contemporary Propaganda



EU-funded projects in progress

ALGOWATCH



A Systematic Approach to Social Media and Pre-adolescents Through Thinking Skills Education



Teacher Education in Digital and Media Literacy

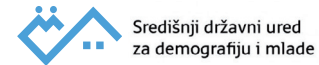


Institiúid DCU um Meán Toghchái, Daonlathas agus Sochaí
DCU Institute of Future Media, Democracy and Society



FINNISH SOCIETY ON MEDIA EDUCATION

Our supporters



We love to share our educational campaigns; information about award contests, education in schools, panels and conferences, research and projects; useful tips for parents, children and teachers; interesting facts about cyber world, etc.



YOU CAN FIND US ON...



Djeca medija



@djeca_medija



@djeca_medija



*Association for Communication
and Media Culture (DKMK)*



djecamedija.org