

PRESS RELEASE

DepEd to teach children how to be media savvy

The Department of Education is set to introduce a media literacy education curriculum that seeks to protect children from the negative effects of all forms of media.

“We believe that our young learners need to be protected from adverse media which they encounter everyday while in the process of acquiring information and entertainment,” said Education Secretary Mona Valisno.

For this, DepEd has created the Media Literacy Task Force (MLTF) which was given the green light to develop a National Media Literacy Education (NMLE) curriculum that would help children understand and handle media.

“Our children need help in developing their skill to distinguish good news from bad news and good programs from bad ones,” explained Valisno.

According to Valisno, recent studies (Cartoon Network New Generations Philippines (2009), the 2008 AC Nielsen kids study and the 2002 PCTVF Media violence Study) showed the prevalence of TV viewing among children and youth. It was also reflected in the 2009 study that 26% of Filipino children go online everyday, 50% of which use the internet for their homework.

The NMLE is set to be integrated in the Basic Education Curriculum under Social Studies for the elementary level and under English/Communication Arts/Values for the high school level.

Teachers, school administrators, and peer educators will soon undergo trainings in preparation for the integration. Media learning resources will also be developed for the use in public schools.

Meanwhile, a National Consultative Conference and Workshop on Media Literacy Education is also slated to gather sector-based ideas and sentiments that will serve as database for the formulation of policies on media literacy education and in the development of media literacy curriculum for the Philippines.

This conference will be attended by representatives from the academe; broadcast, print, and advertising industry; telecommunications companies; internet associations; NGOs; international/national organizations; allied associations; youth/student sectors; and other government agencies.

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