

# Press Freedom and MIL:

## Setting up a symbiotic relation

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**UNESCO  
MIL Alliance**  
Media & Information Literacy for All

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# About me

Alexandre Le Voci Sayad is a Brazilian journalist, novelist and educator, focused on media literacy and innovation in education. He currently serves as international co-chairman of the UNESCO MIL Alliance and director of the consultancy ZeitGeist, focused on media, culture and education.

He is columnist at Revista Educação magazine and Canal Futura website. He also hosts the “Idade Mídia” TV show on Canal Futura, and ABC da Notícia, with Maria Cristina Poli, on Radio Bandeirantes. He is author and co-author of several books on the field of media literacy.

Sayad is also a member of the scientific board of Comunicar Magazine (Universidad de Huelva, Spain) and the consultancy board of Educamídia teachers training (Palavra Aberta Institute and Google initiative). He recently joined as a board member of the IC4ML (International Council for Media Literacy).

He is part of the researchers team on Artificial Intelligence (A.I), Ethics and Education of PUC (Pontifical Catholic University).



# What do we do?

- Research
- Project development
- Teachers Training
- Advocacy



Co-creation

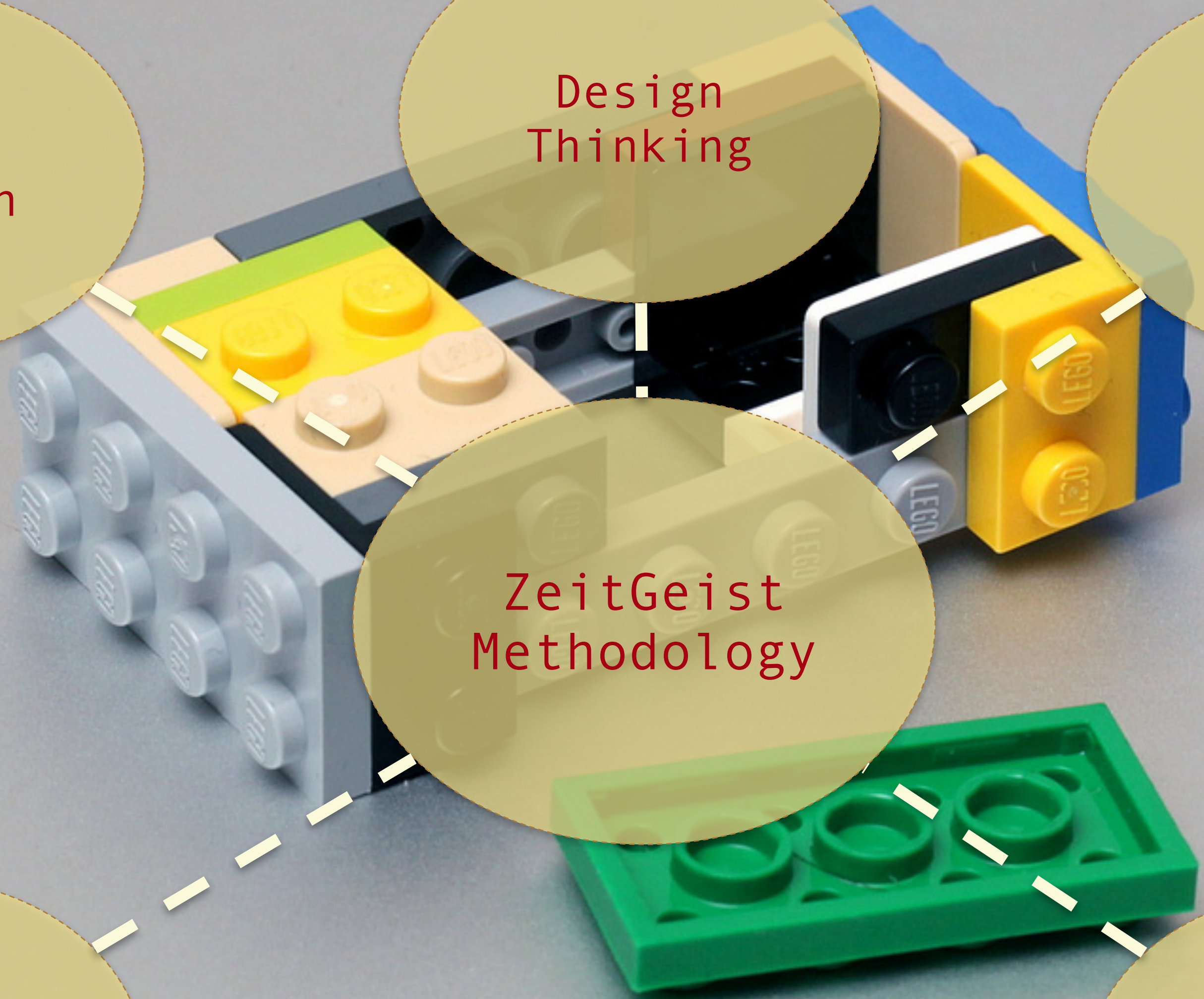
Design Thinking

Project Based Learning

ZeitGeist Methodology

MIL

Technology as culture



**Is “Press Freedom” enough to guarantee a healthy media environment and the principle of the democracy?**

# According to a 2021 ABERT research

- 230 letal attacks against Brazilian journalists.
- Raised 21.69% comparing to 2020.
- According to FENAJ, the President himself is the main agressor at 34% of the the non-letal cases.
- “The attacks are strategic planned”.
- According to RWB, Brazil is currently on the 111th position of the Global Rank, considered “red zone”.


# Quick View on Misinformation

## 2022 holds Presidential Elections

- According to AVAAZ, 7 out of 10 Brazilian citizens took “fake news” seriously during Covid-19 pandemic.
- According to DataFolha Institute, 81% of the Brazilian believes that social media needs to ban “fake news”.
- Fake News Bill on Parliament is controversial
- Supreme Court is acting to regulate Social Media during elections - mainly Telegram.

# What concepts and practices are under MIL “umbrella” concept?

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- } Media Education
  - } Representation in Media
  - } Educommunication
  - } Media Literacy
  - } Science Literacy
  - } News Literacy
  - } Digital Skills
  - } Cyberculture / Internet
  - } Internet and Private Policies
  - } Information Science
  - } Library Sciences
  - } Public Policies on Childhood, Youth, Education, Communication and Technology
  - } Games and Virtual Currency
  - } Cinema / Audiovisual Education
  - } Freedom of Expression
  - } Press Freedom
  - } ICT and Ethics
  - } Artificial Intelligence
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# UNESCO and MIL

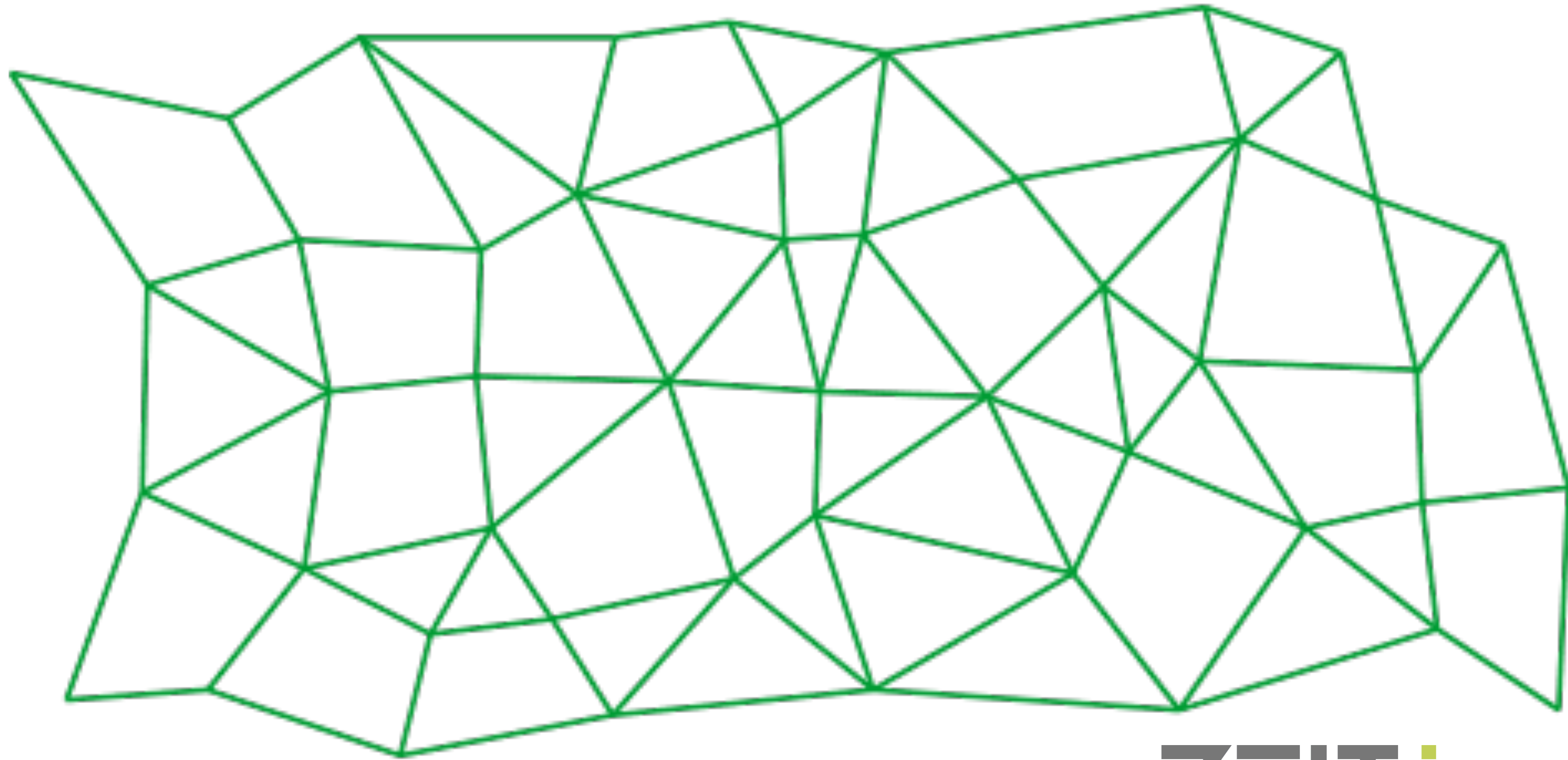
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Media and Information Literacy (MIL) means that citizens understand the **role and functions** of media and other information providers, and possess basic skills to **analyse and use** media and information for **self expression**, to become **independent learners/critical thinkers** and to participate in the **professional, governance and democratic processes** of their societies.



# Media Ecology

War of Narratives



# 2019 *This Is What Happens In An Internet Minute*



# RADIO 'WAR' TERROR THROUGH U.S.



# U. S. BAN RADIO

## **GAM. EXTRA** | **PANIC SWEEPS U. S.** **AS RADIO STAGES MARS RAID**

**San Francisco Chronicle**  
 THE CITY'S ONLY HOME-OWNED NEWSPAPER.  
 FOUNDED 1865 CCCC\*\*\* SAN FRANCISCO, MONDAY, OCTOBER 31, 1938 DAILY 5 CENTS, SUNDAY 10 CENTS

**Forecast**  
 Cloudy  
 Maximum 54  
 Minimum 42

**Heat On—  
 But Thirty  
 Plan Splits  
 Democrats**  
 By EARL C. FERRINS

From the ranks of the Democrats came continued reports of further falling of the party sides.

Support of the Thirty-Third Congress reforms has been one of the biggest points in the refusal of the Democrats to support the Owen, Duggan, Patterson plan.

But the news that the Democrats will not vote for the reforms of the Democrats was the Republican position, and the Democrats had been "forced" to give



**Probe Fend  
 Dies Charges  
 New Deal  
 Intimidation**

WASHINGTON, Oct. 30 (U.P.)—Chairman Martin Dies (D., Tex.) of the House Committee investigating an American activities charged tonight that Administration officials had "intimidated" a witness who had reported on the activities in exchange for government money.

The witness had received \$4,000 from the Federal Bureau of Investigation, Dies said. He said the witness had been "intimidated" by the Administration.

**Rail Wages  
 F. R. Meets  
 Employers,  
 Labor Today**

WASHINGTON, Oct. 30 (U.P.)—President Roosevelt will today meet with representatives of railroad labor and management to discuss in an effort to avert a strike of 1,000,000 rail workers, an action the president has ordered which the rail workers have refused.

The White House gave no further details as to what the president would say to the rail workers, but said that the president would be able to do so and would be able to do so and would be able to do so.

**Dramatized War  
 Believed Real  
 By Thousands**

NEW YORK, Oct. 30 (U.P.)—Tens of thousands of radio listeners throughout the nation and actual peepers everywhere from systems of the metropolitan area testified today in a remarkable radio broadcast tonight describing a dramatic and terrifying invasion of strange men from Mars.

Excited and weeping persons all over the country swapped newspaper and police articles with the question:

"Is it true?"

It was partly a legend of U. S. radio listeners who were told that the broadcast was a dramatization of a real event. It was broadcast by the Columbia Broadcasting System.

The broadcast was the subject of a "War of the Worlds" in which listeners and the "War of the Worlds" was broadcast by the Columbia Broadcasting System.

New York police have issued a statement that the CBS studio in Manhattan, an incident was in progress, and a radio set was used for the broadcast.

A woman who was a guest in the broadcast, "War of the Worlds" by Orson Welles, said she was at the time of the broadcast. She said she was at the time of the broadcast. She said she was at the time of the broadcast.



**the Monsters from Mars Did NOT A**  
 of attack on America by monsters from Mars as described Monday...  
 broadcast by Arthur Orson Welles...



**"I Didn't Know"** Orson Welles...  
 announced at public reception. He adapted H. G. Wells' story of "The War of the Worlds" for radio and played original role...  
 of the "War of the Worlds" for another H. G. Wells story...

# Korczak / Freinet



**How can we make democracy  
stronger within a scenario like that?**

**3 Points**



# Symbiotic Relation

Press Freedom and MIL



**Overcome “instrumental” view  
fo technology**

**Digital is language and culture**

# Pierre Lévy

(University Paris VIII)

- “Pushing buttons” classes
- Orality, Writing and Digital (computational thinking)
- Technology as Culture
- “Les Technologies de l’intelligence”.



# Yuk Hui

## Philosopher and Engineer

- We must think technology under the light of diversity.
- “There is not an unique technology, but what I call technodiversity – a diversity cosmotechnics that are different from each other in its values, epistemology and existence”.
- “Technodiversity”.
- Technology can set you free and is humanistic.





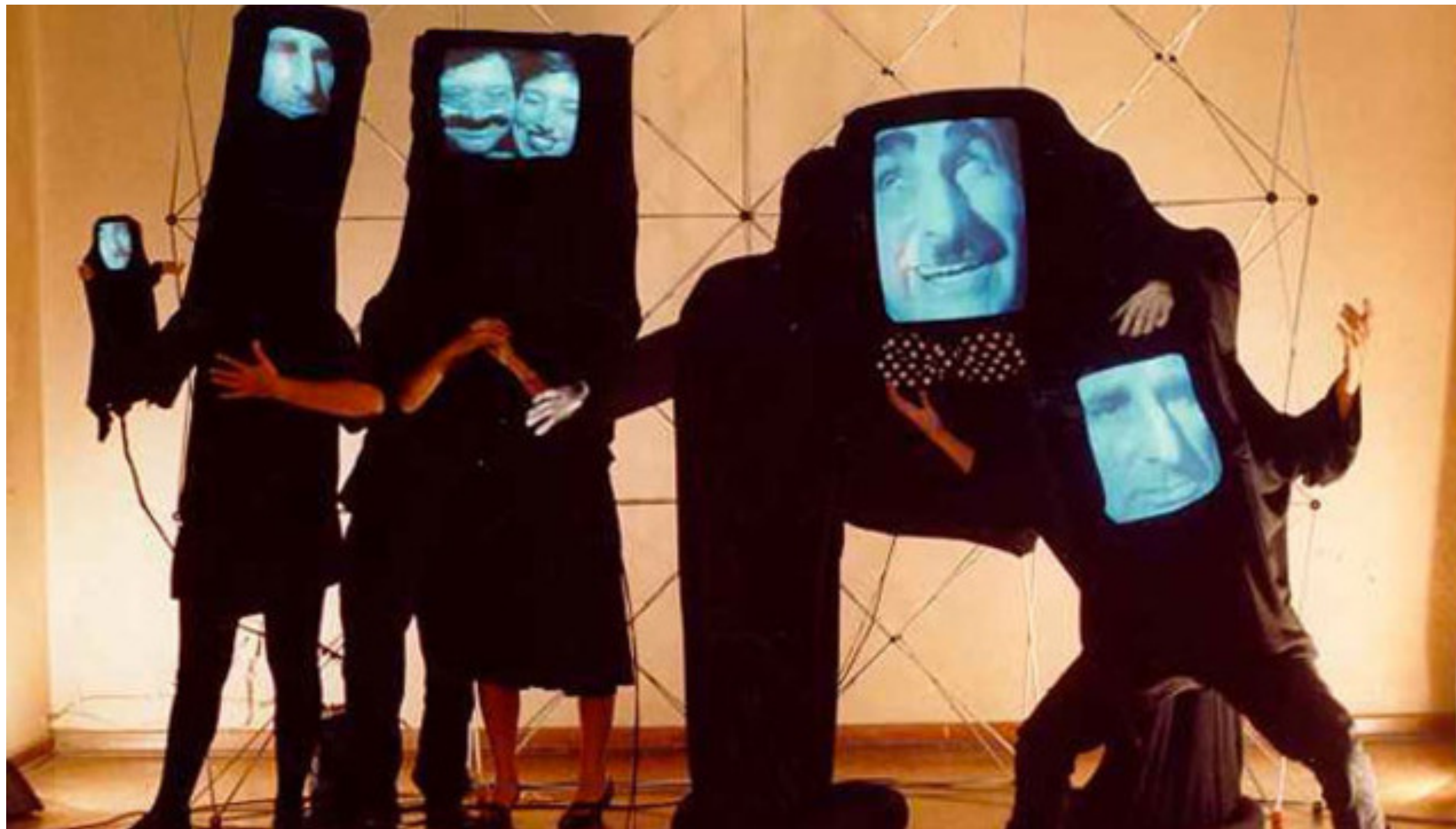
Timbalada /Eletrotimba

# Artificial Intelligence Algorithms

**CRITICAL POINT**

# About A.I

- First papers and practices are back on 1950s - Allan Turing
- A.I is not the same field as robotics
- Machine Learning, Deep Learning and Neural Networks are the main models
- Supervised Learning, Non-supervised Learning and Reinforcement Learning are other models
- Nowadays, there is A.I from chatbots and bank loans simulations to self-driving cars
- There is nothing to do with Sci-Fi, like "Blade Runner"
- There is no "singularity" or "consciousness" until now related to A.I
- Algorithms are made by human data scientists; they have bias
- Social Representation, Privacy and Surveillance are sensible issues



**Video-Criaturas  
Otavio Donasci**



# CV Dazzle

By Adam Harvey





# Anti-drone scarf

By Adam Harvey

# Doing research on Vietnam





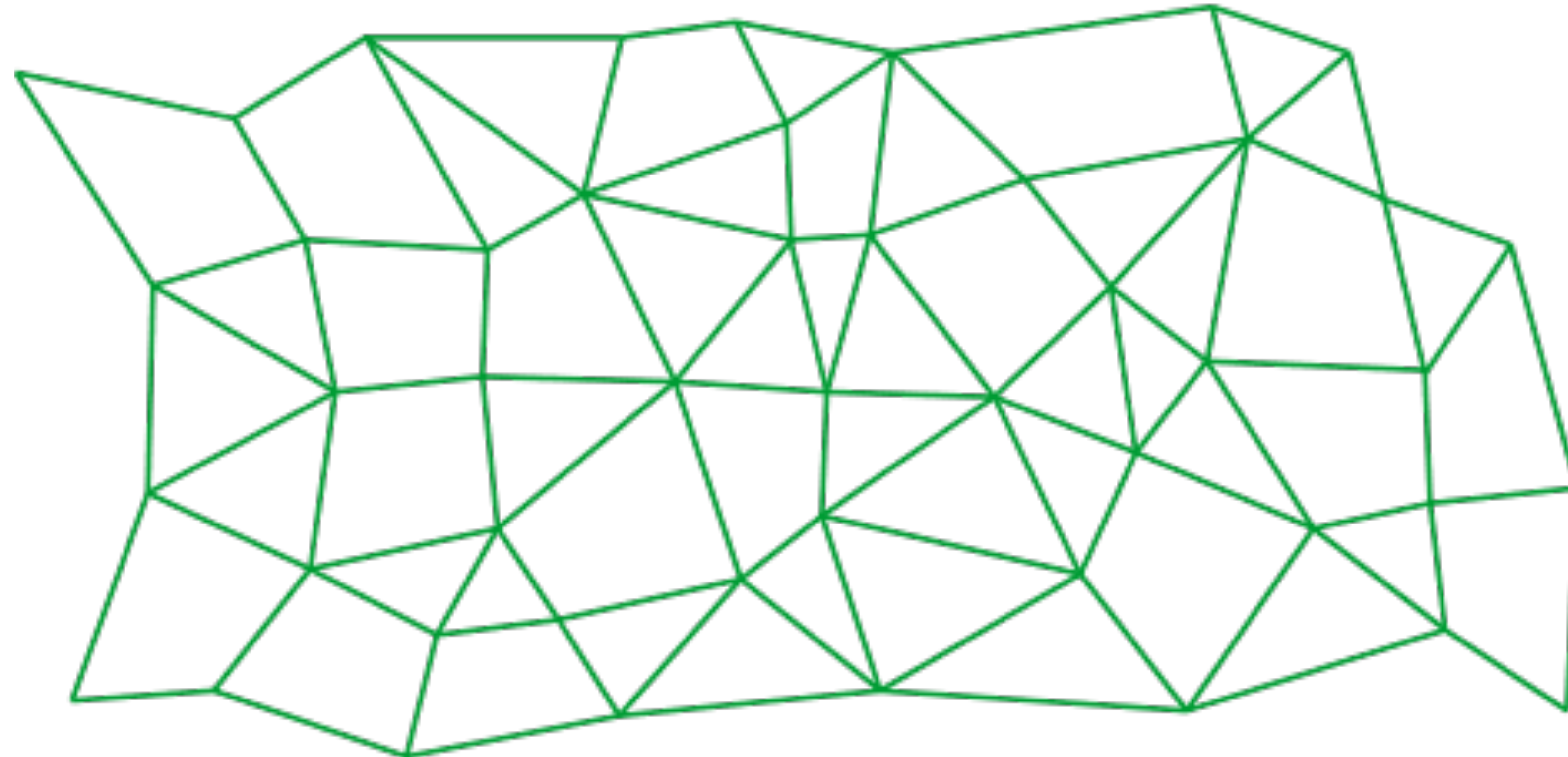
VIETNAM

**WE ARE A COUNTRY, NOT A WAR**

# Systemic View

**MIL as a Lifelong Learning Culture**

# Education in multiple networks and open curricula

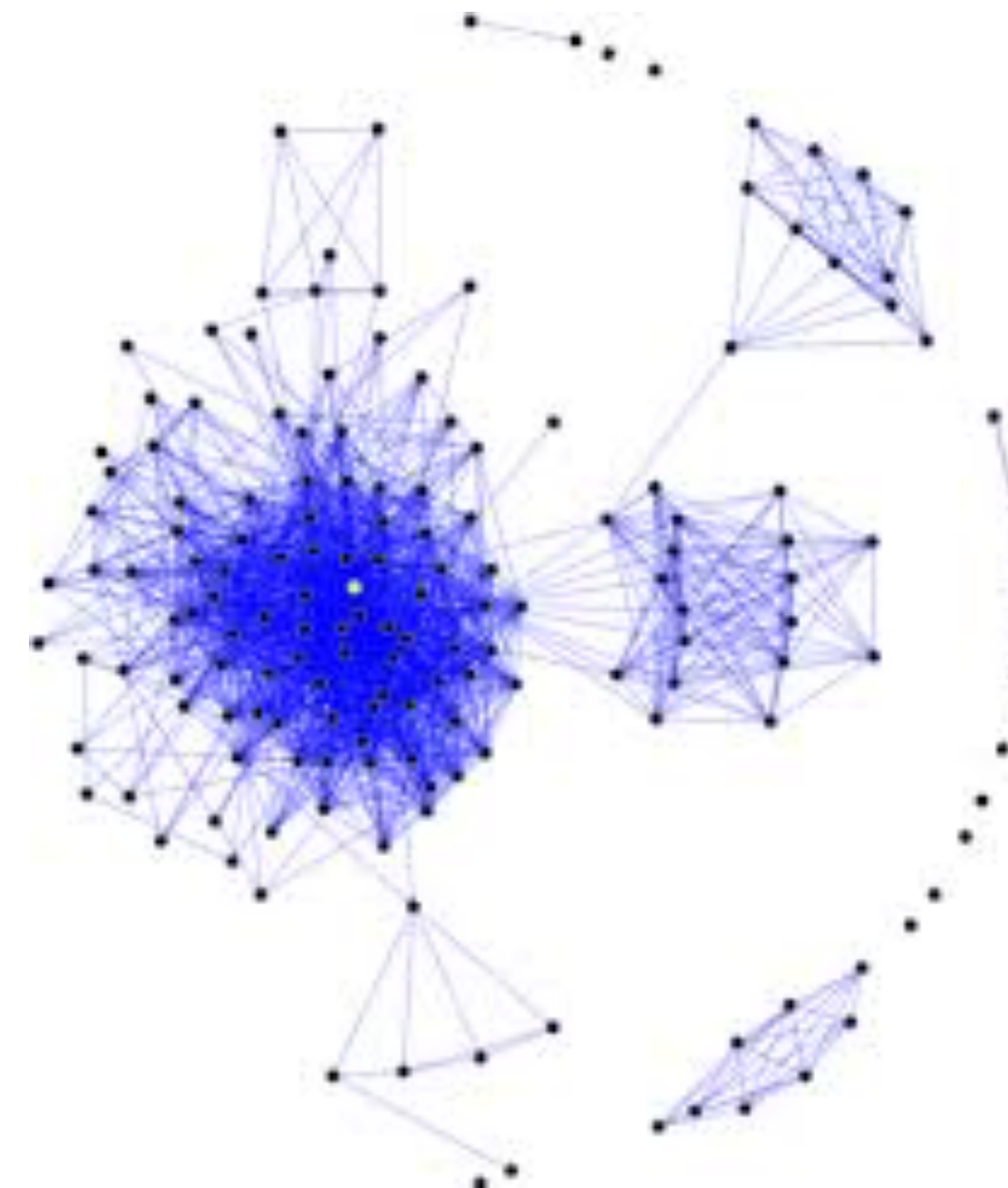


City curricula  
Digital / Media curricula  
School curricula

# MIL Cities: Connecting formal, non-formal and informal educations

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} **Communication and Education can create a local lifelong learning ecosystem**



# Educating Cities - Main Proposals

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- } Established by the cities that were represented at the 1st International Congress of Educating Cities, held in Barcelona (Spain) in 1990.
- } Information Society: You can learn anywhere, everywhere - How to strength experiences and public policies?
- } Based on articulation, collaboration and integration among public, private and social organisations.
- } Cidade Escola Aprendiz: “Neighbourhood as a School” recognised by Harvard University as a case of city innovation.



# Theorizing: Educating Cities to MIL Cities

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- } You can be Media and Information educate everywhere
- } Technology as a tool to improve access and quality of learning processes
- } MIL and clarity as a goal for local administration
- } Collaboration, integration and articulation of the variety of curricula and initiatives



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# What a MIL City looks like?

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- } Layer One - Developing Infra-structure:  
Free Wifi broadband should be provided  
in public
- } Layer Two - Implementing eGovernment
- } Layer Three - Building Intelligence through  
Big Data
- } Layer Four - Engaging Local Media
- } Layer Five - Fostering Public Events on  
MIL
- } Layer Six - Creating a City Curriculum
- } Layer Seven - Creating innovative  
Certification and Recognition

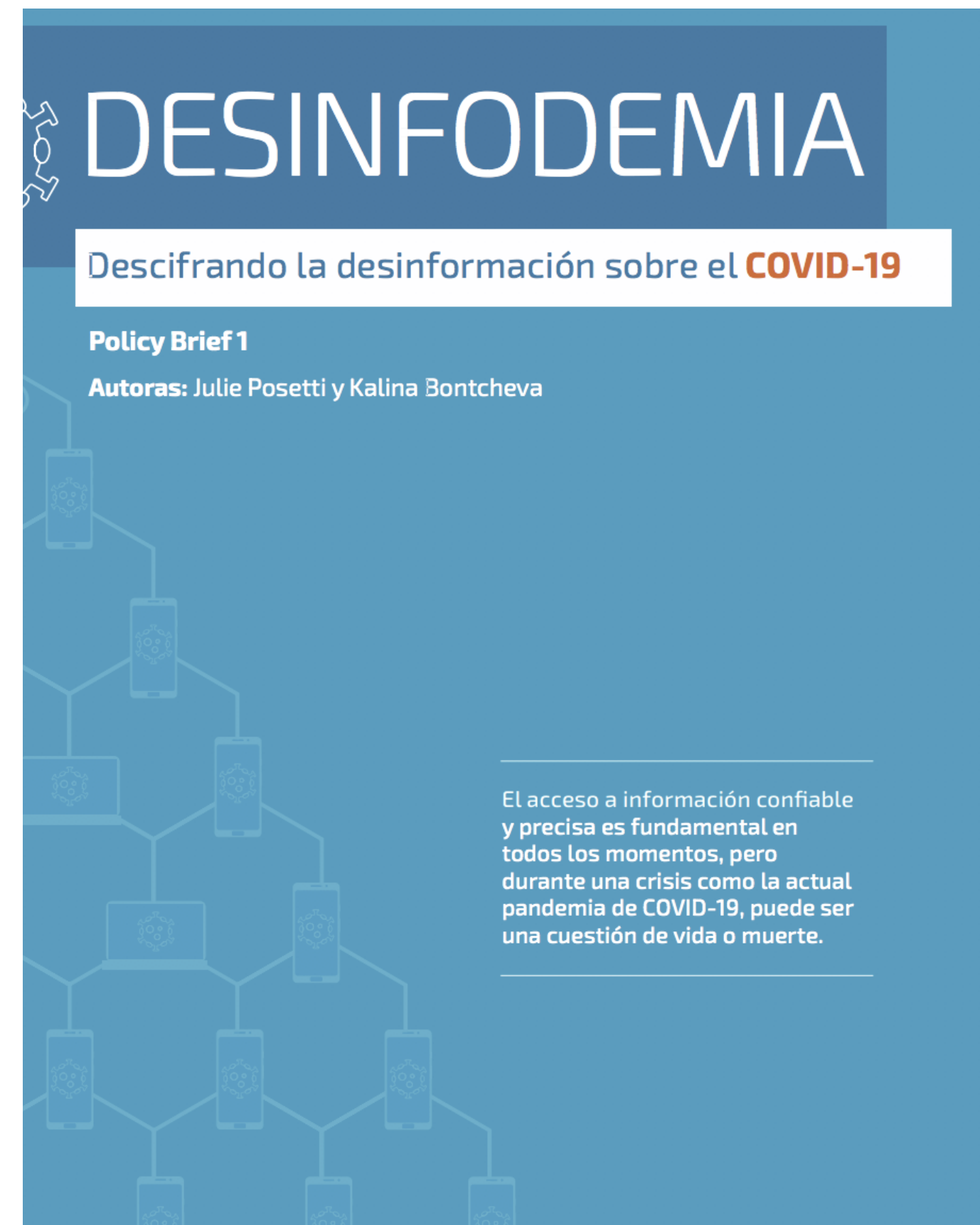


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# Disinfodemic Guide

- In English, Spanish, Portuguese and French; available for free download at UNESCO website.



# LIFELONG LEARNING



# LIFELONG LEARNING



# Thank you.

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**ZEIT  
GEIST** EDUCATION  
CULTURE  
MEDIA

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