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Title: Media Stereotypes, Discrimination and Identities: Races, Gender,
Nation and Ethnicity

Location: Workshop “Media Literacy” at Media Centar Sarajevo

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Main Goal:

Participants should experience that it is not the media which influences the public opinion or consciousness, but media is taken as the general reference system for the collective decision, what to think, what to say and what to do. So the social responsibility of communication culture (media literacy) has to be shared between media production and media consumption.

Participants also should take the opportunity to learn that difference between genders, cultures, nations, ethnicities do get their border-relevance by communication (construction of reality) in a framework of cultural tradition, not by nature. Taking this view gives a big challenge and chance of overcoming stereotypes.

Theses to be reflected through workshop & discussion:

1. There is a need of diversity in gender, culture, nations, etc. In a globalized communication world the social variety cannot any longer be kept by means of segregation. Identity is not any longer a value that is secured through inside communication. It has to be developed through trans-cultural connection - which does not work (or hurts) with borders in mind.
2. Not the people observe the media. The media observe the people. Media Communication becomes more and more the dominating factor within other communication circles (discourses). Understanding media is the competence of media language system.
3. The question “what does media with recipients?” has to be turned to “what do people with media?” Media is not just the organizational system around any technology, but is (in a social theoretical understanding) the form of a societal agreement of sharing meanings and how to realize a collective communication in order to generate individual, cultural or national identity. The need of social membership makes culture becoming a strong guide in observation of symbolic environment.
4. Media education is the theoretical and practical framework of developing the concept of cultural competence. Media Competence is more than just the ability of using media in order to satisfy the interests of people for coming

along with a system. Media Competence is an intellectual configuration of social and cultural ideals for an advanced society in order to reflect critically the interrelationship (interdependency) between communication and culture (media and politics, media and every day life). That concept assembles notions of a social use of media in connection to cultural- technical skills.

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