

**EU MEDIJSKI STANDARDI I NAŠA STVARNOST**  
**University of Dubrovnik 10.-11. Nov. 06**

**Thomas A. Bauer, University of Vienna, Austria**

# **MEDIA COMPETENCE AND EUROPEAN INTEGRATION**

**(in Respect to the European Perspective of Countries in Transition)**

# I. Current Situation: Phenomenological Analysis

New democratic countries from South East, after coming free from alienating domination and from communism system and after gaining formally national independence, now in search for

identity,  
connectivity,  
culture of transition.

# Now in search for:

## 1. Internal and external **IDENTITY** (meaning to itself and meaning to others)

- through segregation, integration, interaction, interrelationship?
- what role do play: the political system, media, civil society

# Now in search for:

2. **A societal and political system that gives shape and back up for own national living-sphere and in same time**

## CONNECTIVITY

- to meanings/significations and values of own (national) tradition (narrations, myths, real / hidden history)
- to next larger cultural and societal / political environment - EU

# Now in search for:

## A culture of **TRANSITION**

(period of intentionally driven social change):

- in all sectional systems (politics, law, economy, public administration, public communications order, education etc.)
- in societal culture (formal / informal social relations),  
in (individual) concepts of lifestyle, in cultural everyday- behaviour
- in order to transform / trans-pass the organization of societal communication and of the communication of societal organization

# Identity in European context:

## traditional Concepts:

- notion of: unity is entity:
- **HOMOGENEITY / TOTALITY**
- identity as / through property  
(community, similarity, unity)
- common in history, culture, values,  
unity of memory,
- territorial, ethnic, national borders as  
distinction (segregation)  
between own and foreign / we/others

## **INCLUSION - EXCLUSION - MODEL :**

superiority-/inferiority-complex

## critical Concepts:

- notion of unity is process
- **HETEROGENEITY / ENTIRETY**
- identity as / by appropriation/discourse  
(communication, interaction, encounter)
- diversity, variety and plurality of  
memory, (hi)stories
- the frame and the source for development  
(negotiation) of cooperative values.
- borders as mark for differentiation and as  
zones of connectivity / cohesion
- de-territorialized / de-nationalized /  
de-ethnicized =
- trans-cultural communication as a  
dispositiv (agency / authority) of  
unification of diversity –

## **ASSAMBLING/ENSEMBLE-MODEL:**

**consciousness and functional  
memory of togetherness**

# Connectivity/Integration in European Context:

## Concept of wholeness / closed entity

emphasizes **borders** and  
makes enlargement a problem  
of **quantity of relations**  
(overcrowded space, full boat,  
overkill in cultures, languages and  
religions)

## Concept of entirety / complex

emphasizes **network** and makes  
enlargement a problem  
of **quality of relations**  
(culture of mutual awareness,  
peaceful neighbourhood,  
trans-cultural communication,  
**management of diversity**)

# Transition in Theory - Transition in Practice

- a normative concept of development of a non-accepted standard to an advanced one
- a stigmatisation ?
- how to make it a process of sovereignty?
- how to bring it to a level of reasonableness?
- what is the resource of competence?

## On EU side:

- a key factor for challenging/forcing the process of political and structural development / change according to „EU standards“

## On country's own side:

- a referential measure of improvement / repression –feelings (transition – a fate / sacrifice – victim or actor?)  
cultural des-orientation (or trans-passion for new horizons?)  
phenomena: selling positions of cultural heritage, economisation of cultural goods (media), tabloidisation in media and everyday lifestyle) lacks in social/societal competence, imported democracy  
disease?

## II. Challenge for Media Communication and Media Culture: Normative-Critical Analysis

1. Identity, Cohesion and Social Change  
are qualitative conceptualizations of society,  
constructs on / of / for reality  
within an evolutionary program, through which  
society, communication and culture  
mutually make each other possible:  
(auto-constitutive relationship)

## Challenge for Media Communication and Media Culture: Normative-Critical Analysis

2. That inter(re)ferential relationship of mutual constitution  
**CULTURE, COMMUNICATION/MEDIA, AND SOCIETY**  
challenges  
communication-/media analysis (**science**),  
communication-/media practice (**profession**),  
communication-/media culture (**civil society**),  
and educational networks (**institutions**)

being/becoming

**AWARE OF THE KEY ROLE OF EVERYDAY USAGE**

of communication (**media**)

as a societal platform for **developing the culture**

and as a cultural platform of **developing the society**

# Media: a Platform for Development in

- **identity-building** (setting and using referential measures of (comm)unity and topics for dialogue)
- in **constructing social cohesion/connectivity** (setting and using frameworks and connecting networks for diversity)
- in balancing **transition/ social change** (setting and using media as reflectors and as discourse-agencies of cultural change, as balancing reference system for uncertainty / risk- and conflict foresight)

## Challenge for Media Communication and Media Culture: Normative-Critical Analysis

3. Media usage (in the context of media society – there is no media-free existence) is a question of media literacy (**media competence**):  
In a media- and knowledge society context understanding the reality needs understanding media

# Media- and Communication Competence

## The Term of Competence includes:

- **Ability** (to know what operations and how to do them in case of – skills)
- **Capacity** (to have the cognitive, affective and active means and preparedness: skills)
- **Responsibility** (to be conscious of what it means for oneself and/or for others: consequences and possible effects)
- **Morality** (to be aware of the implicated values when making personal decisions)

# Media Literacy on professional side: (Media Training)

Skills, capacity, responsibility, morality  
of using media and media-knowledge based on

- competence of special subject (know-what)
- professional competence (know-how)
- addressing competence (know-whom)
- agenda setting competence (know-why)

# Media Literacy on user-side: (Media Education)

Critical and autonomous habit in using skills, capacity, responsibility and morality for:

- understanding the cultural, social, societal and political message of media (even) out of the restrictive structures (limited time and space, technical surface, economisation, trivialisation, standardisation, sensationalisation, personalisation and other strategies of reduction of complexity (tabloid)
- using media in the interest and as a space of social practice:  
cognitive participation in politics and society (civil society)  
cultural expression (inspiration, creativity)  
social connection (social awareness, engagement)

# Media Competence – A Contextual Figure of Media Professionalism and Media Literacy:

Professional Competence and  
User Competence: complementary strategies

- In developing cultural standards of democracy,
- In developing educational programs for a self-reflecting society:

**MEDIA REFLECT THE SOCIETY**  
**SOCIETY REFLECT THE MEDIA**

# References

- Baacke, Dieter (1973): Kommunikation und Kompetenz. Grundlegung einer Didaktik der Kommunikation und ihrer Medien. München
- Baudrillard, Jean (1978): Requiem für die Medien. In: Baudrillard: Kool Killer oder der Aufstand der Zeichen. Berlin
- Bauer, Thomas A. (2006/a): Media Ethics- A Question of Media Culture. In: Zgrabljic Rotar, Nada (Ed.): Media Literacy and Civil Society. Sarajevo
- Bauer, Thomas A. (2004)): Kultura različitosti. In: Malovic, Stjepan (ed.) (2004): Bogatstvo različ. Zagreb, p. 44-69
- Bauer, Thomas A. / Ortner, Gerhard E. (eds.) (2006): Werte für Europa. Wertebildung in und für Europa. Düsseldorf

# References

- Gavranovic, Ante (2006): Medijska obratnica: novi čitatelji traže drugačije novine. Zagreb
- Bauer, Thomas A. / Ortner, E. Gerhard E. (eds.) (2006). Werte für Europa. Wertebildung in und für Europa. Düsseldorf
- Scholl, Armin / Weischenberg, Siegfried (1998): Journalismus in der Gesellschaft. Theorie, Methodologie und Empirie. Wiesbaden
- Wagner, Wolf-Rüdiger (2004): Medienkompetenz revisited. Medienkompetenz als Werkzeuge der Weltaneignung: ein pädagogisches Programm. München
- Willke, Helmut (1995): Transformation der Demokratie als Steuerungsmodell hochkomplexer Gesellschaften. In: Soziale Systeme 1995/2: 283 – 300