

Free State summit on media literacy

To support initiatives that promote literacy and a culture of reading amongst diminished language groups and inadequately served communities, the [Media Development and Diversity Agency \(MDDA\)](#) is convening a 'Media Literacy and Culture of Reading Summit', 30 March-1 April 2012 at the Council Chambers, Thabo Mofutsanyana District Municipality, Free State.



The theme of the summit is "Basic Media Literacy Education - Constructing Views of Reality".

To introduce the culture of reading and basic media literacy amongst learners in schools, to promote debate and dialogue on media for learners and encourage learners to be involved in producing their own and a career in media, the MDDA has formed partnerships with the Department of Education (DoE), Free State provincial government, Thabo Mofutsanyana District Municipality, Dihlabeng, Maluti-A-Phofung, Phumelela Setsoto, Nketoana local municipalities, Institute of the Advancement of Journalism (IAJ), The Star - Newspaper in Education (NIE), Hlasela TV, Qwaqwa FM, Department of Communications (DoC) and Media Monitoring Africa (MMA).

Roundtable discussion

The executive mayor of Thabo Mofutsanyana District Municipality, Dr B E Mzangwa will launch the summit. There will be a roundtable discussion which will be led by the press ombudsman, Joe Thloloe, who will guide the summit through issues pertaining to democracy, constitution and the role of media. Media practitioners from local media houses will form part of the respondents at the roundtable.

Ten high schools have been selected to participate in this summit, from the five local and 50 learners from those schools will be attending with their educators. It is expected that at the end of the summit, the learners would produce a pro-forma cover page of a newspaper.

Encouraging youth into media

The long term goal is to see the Media Literacy and Culture of Reading programme included in the school curriculum and schools - particularly in the poor and rural areas - producing their own media products. The intention is to assist young people to be more critical consumers, producers and owners of media as well to stimulate an interest in the media as a field of study.