

## **Equality in Media, a media literacy project aimed at people over 55**

**LOCATION:** Seville

**DURATION:** 1'21"

**SUMMARY:** How do we define the media? And journalism? Who controls them? The social and educational project 'Equality in Media' responds to these questions and more. In these media literacy workshops for those over the age of 55, they aim to develop a critical view of the information we receive on a daily basis.

### **VTR:**

The average age of these students is about 50 years old. They're going back to class to have a debate.

**MARINA DÍAZ**

**'Equality in Media' student**

*"About the media and the information that citizens receive."*

This is the 'Equality in Media' project, a workshop for elderly or visually impaired people. The goal is to help them develop a critical view of the media.

**MAR PINO**

**Journalist**

*"What is the media? What is journalism? Who owns the media?"*

**FERNANDO DOMÍNGUEZ**

**Journalist**

*"It's a media literacy project. Understand what goes on behind the scenes of media, in order to be more critical of media."*

The idea is to start a social and educational initiative, created by the Deguaraira Association, and co-financed by the regional Andalusian government. The project allows elders to express their opinions on the media in more than 22 municipalities, including Sevilla, Cadiz, Huelva, and Malaga.

**LEONOR RODRÍGUEZ**

**'Equality in Media' student**

*"I like to talk a lot. Get involved in things, have an opinion and share it with others...."*

**MAR PINO**

**Journalist**

*"It's a very open-minded audience, they are eager to learn and have lots to say."*

The workshop is a good way to talk about good and bad journalistic practices, social inclusion, and the importance of having Access to information.

**MARINA DÍAZ**

**'Equality in Media' student**

*"If we aren't well informed we get manipulated."*

Supporting elders to come up with their own unique ideas... critical thinking achieved.