



## Promoting a Responsible European Citizenship

### *Second workshop* **Basic values: Europe and media**

**Rome, 25 January 2010**

#### **Topics for discussion**

Each group should discuss the points in their topic and produce a single suggestion for the **Charter of Responsible Citizenship** related to the topic. This should be a realistic suggestion which could apply to young people in Europe.

#### **Responsible citizenship and basic values (Group 1)**

- What do you mean for a “responsible citizen”?
- What kind of media contents shape a responsible European citizen?
- What are the basic values that should be spread by the media? What channels are best to use for that purpose?

#### **“Traditional media”, European Union and European Citizenship (Group 2)**

- Do traditional media (TV, newspapers, radio) help to strengthen basic human values? Which kind of messages does the youth usually receive from those media?
- How can media networks and companies working in the entertainment media markets help to create responsible European citizenship capabilities among the youth?
- How do you think television could shape European culture? (See Chomsky theories)

#### **New media, European Union and European Citizenship (Group 3)**

- Do new media (social networking sites, blogs, video games) help to strength basic human values? What kind of messages do young people usually receive from those media?
- How can Internet companies like Google, Microsoft or Apple help to create responsible European citizenship capabilities among the youth?

### **Role of media in building European public opinion (Group 4)**

- Is the media contributing to the construction of a European public opinion that respects cultural roots and diversity? What kinds of media in particular are involved in that process?
- What is the influence of opinion leaders (See the “Two step flow communication” theory) in building European citizenship and public opinion? How could university students interact more effectively with them?

### **Role of university students in forming European public opinion (Group 5)**

- How should eu institutions and national governments assist the media to become a helpful source of information, entertainment, etc to university students?
- How can university students participate, through the media, to create a responsible European identity, spread solidarity and cultural diversity?
- Could universities and university colleges and residences be considered opinion leaders and how do these institutions have the ability to create a European Responsible Citizenship?

### **To deepen:**

#### **About main communication theories:**

about Chomsky see <http://www.chomsky.info/onchomsky/2002---.htm>

from University of Twente (NL) web site

<http://www.cw.utwente.nl/theorieenoverzicht/Alphabetic%20list%20of%20theories/> see:

- two step flow communication
- gatekeeping
- agenda setting theory
- priming
- spiral of silence
- computer mediated communication
- knowledge gap
- dependency theory
- uses and gratification approach

#### **About media and citizenship:**

see “The media in the network society” by Gustavo Cardoso in particular chapter 7, pages 23 and following, pages 331 and following. On Google books it is available at the link:

<http://books.google.it/books?id=PRH7Ay7NOKQC&printsec=frontcover&dq=the+media+in+the+network&ei=GRghS7z6MaawywTlyqXRCg&cd=2#v=onepage&q=&f=false>