

ÉDUK-MÉDIA

Declaration : N°0000354/RDA/J06/A2/SAAJP/BAPP



“

Develop critical thinking through
media education

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CONSUME - PRODUCE - DISSEMINATE
*media information with responsibility and critical
thinking.*



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« Critical thinking at the heart of media practices »

WORD FROM THE PROMOTER



The various plagues that are currently propagated on and through the media are old, but they find a particular resonance because of the technological innovations, the multiplication of the multiplication of information supports, the democratization of information, to the point of becoming real threats for the society as a whole. Among these scourges are : disinformation, incitement to hatred, violent extremism, cybercrime, cyberbullying cyber-stalking...

In such a context, it is imperative that each individual is able to read, to decipher audio and visual information coming from traditional media as well as from digital media. They must be able to understand and above all appropriate the media and information environment in which they evolve. He must be able to develop an understanding of media language, its stakes and its tools.

The mission of our association is therefore to empower the individual with skills that will allow him or her to use all types of media in an adequate and ethical manner, to exercise critical judgment on media messages, to speak about oneself and others in a healthy manner in the media space, and also to use the media as tools to awaken one's critical sense. These should contribute to the development of their autonomy, creativity and responsibility.

We believe that Media and Information Literacy (MIL) is the best way to achieve this goal. Our fight is for its institutionalization and integration into the formal, informal and non-formal education systems.

We are committed to it !
We will succeed !

ANDZONGO Blaise Pascal
Communication psychologist

Context

EDUK-MEDIA was born in 2016 because of the growing influence of the media on young people and because of the fact that the media is nowadays the number one danger in the propagation of pornography, intoxication to revolt, violence, manipulation of the masses. pornography, intoxication to revolt, violence, manipulation of the masses...

The Cameroonian media space is heavily invaded by non-professionals who do not respect the ethics and deontology assigned to the media and by those who see the media as a way to make money without respecting the moral and ethical rules. It is essential to educate people about the dangers of the media and to transform their daily use into real weapons of knowledge and intellectual, social, economic and spiritual development.

Objectives

- ◆ To **promote** the healthy consumption, production and dissemination of media tools and information
- ◆ To **sensitize** all actors including decision-makers, producers, broadcasters and consumers of media messages
- ◆ **Educate** individuals on good practices and good uses of media and digital technology
- ◆ **Promoting** democracy and freedom of expression through the media
- ◆ **Produce** training materials and create tools to help youths and professionals
- ◆ To **help train** youth, parents, and professionals in media literacy, understanding and healthy production of media information
- ◆ To **help fight** misinformation, hate speech, radicalization and violence violent extremism online
- ◆ **Train** youth in digital entrepreneurship

Targets



- ◆ Media consumers
- ◆ Producers and broadcasters
- ◆ Media regulators

Means of action

- ◆ Training & Internship
- ◆ Educational talk
- ◆ Conferences & Webinars
- ◆ Editing and publishing
- ◆ Intervention in companies

Intervention poles

POLE 1

Sensitization and training

Youths

- Young people's relationship with screens
- Radicalism and extremism online
- Protecting your privacy
- Cybercitizenship...

Parents

- Parenting in the digital age
- Digital education of children
- Protection of children on the internet
- Positive contribution of the media

Professionals

- Contribution to digital education
- Responsibility in production
- Fight against fake news
- Protection of personal data

POLE 2

Research

- Conducting studies on media practices and media influence
- Designing tools to measure and evaluate
- Researching solutions (web applications)

POLE 3

Taking charge

Psychological

- Accompanying families and children
- Accompaniment of the cyberdependents
- Disorders related to the use of screens

Legal

- Cyberharassment
- Cyberbullying

Counsel

- Corporate consultation
- Private consultation

Our resources

ÉDUK-MÉDIA's resources come from :

- ▶ Membership fees and due
- ▶ Subsidies from the State, public institution, companies, organizations, etc.
- ▶ Donations, legacies and all other resources or subsidies not contrary to the laws in force

Our achievements

International events

EDUK-MEDIA has organized 03 international events with UNESCO and others organizations



World Media Education Week 2019

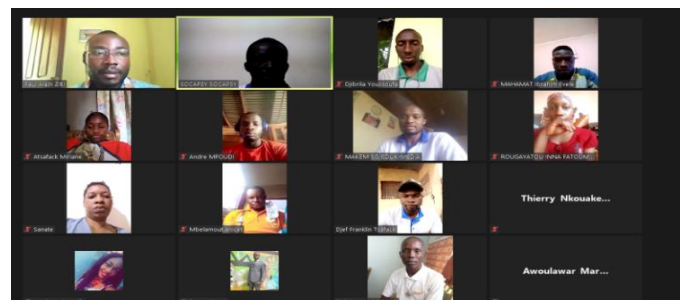


World Media Education Week 2020

EDUK-MEDIA has been selected in several international projects



CoronavirusFacts project



ThinkB4UClick campaign with DefyhateNow

National projects

Examples of EDUK-MEDIA's numerous achievements (training, awareness-raising, radio and television programs, etc.)



Several radio and TV shows



Several Fact checking trainings



Awareness against cyberharassment



Training of youth in Adamawa

A team of multidisciplinary experts

- ▶ Psychologists
- ▶ Journalists
- ▶ Bloggers
- ▶ Computer Scientists/Infographers
- ▶ Educators
- ▶ Lawyers
- ▶ Guidance counselors
- ▶ Socio-educational animators



BESSALA Simon Pierre
Vice President



MAKEM Fabrice
Secretary General



MAWE Dolimène
Deputy SG



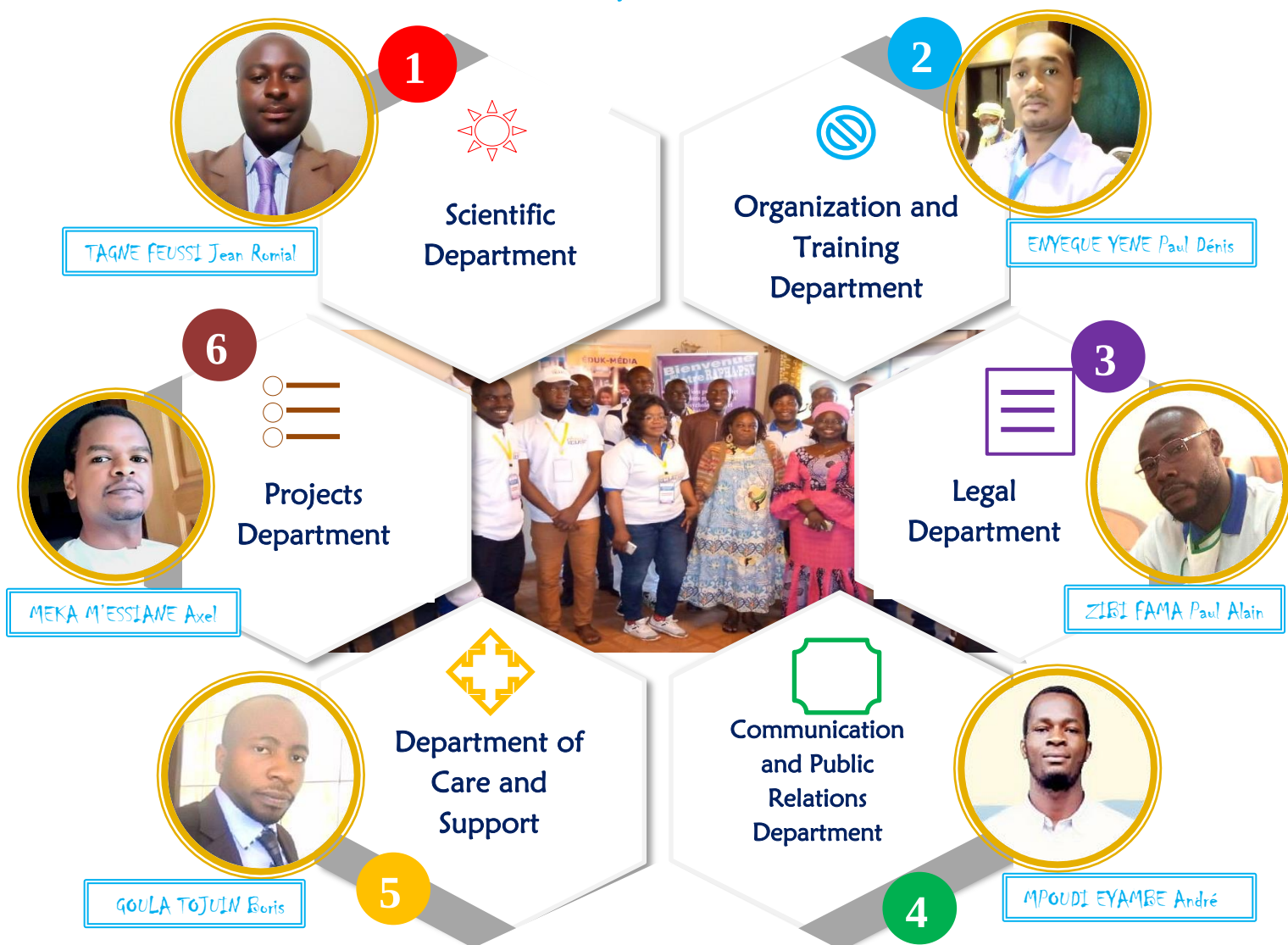
OLI BILIÁS
Financial Secretary



NGUEMO Ortance
Treasurer

THE DIFFERENT OPERATIONAL DEPARTMENTS

6 departments



Honorary members



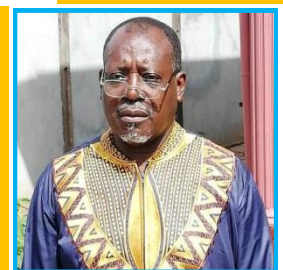
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National



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Femmes, toujours solidaires



International



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