

S4C Media Literacy Plan
2007 – 2008

S4/C

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Aim

S4C is a signatory to the UK Charter for Media Literacy and is committed to its aims and principles and to advocating and developing a media literate Wales and wider UK.

S4C believes that literacy in all forms of media is essential to enable people to become complete citizens, playing their full part in a democratic and civil society.

This Media Literacy Plan outlines how we are discharging the responsibilities we have readily accepted.

2007 – 2008

- S4C is a member of the Wales Media Literacy Network and hosted the Network's first public meeting at its pavilion at the National Eisteddfod Maes in August.
- We have produced a public information leaflet, 'Pwysa'r Botwm,' (Push the Button) which offers viewers a simple guide to make use of our digital and access services. This has been made available at the major summer events and has been sent to all relevant stakeholders.
- We have held two public seminars to outline the range of access services now available on S4C. The events included a demonstration of subtitling, audio description, new internet services and voice recognition software for live subtitling. Assembly members and representatives from the RNID, RNIB and other groups attended and the seminars were well received by users of our services. A similar seminar will be held in north Wales in 2008.
- In January 2007 S4C adopted a new brand as part of the move to digital television and services. Linked to this we have again screened infomercials explaining to viewers how they can access digital and access services. We have adopted a new family of icons which explain the various access services on offer, replacing the traditional onscreen word guides.
- In order to make the S4C website accessible to as many people as possible it has been built using web standards and best practice web accessibility guidelines. Not only does this ensure that the website will work in all modern, standards-based browsing devices, but it also makes this website easier to use for those with disabilities.
- In 2008 S4C will work with NIACE Dysgu Cymru on a Media Literacy project through a community adult learners group. 'Taster sessions' will be organised under the title 'Have fun looking at modern media.' Questions posed, and hopefully answered, will include: What is the difference between media sensations portrayed through the Sunday Times or through the Simpsons? Do adverts really work? What's the difference between a tabloid and a broadsheet? Who controls the media in the internet age? Participants will discuss who decides what we see and read as a means of introducing them to media literacy.

Other Recent Action

- In 2006 we shared our research on young people's attitudes to living their lives through the Welsh language, and in particular matters relating to media, (which was carried out in collaboration with the Welsh Arts Council, Bwrdd yr Iaith Gymraeg and Theatr Genedlaethol Cymru,) with interested partners in the public and voluntary sector.
- We have collaborated with Media Education Wales on creating editing workshops for young people allowing them to edit an action sequence or dialogue scene with rushes from S4C drama productions.
- S4C has worked in partnership with Bwrdd yr Iaith, the Welsh Music Foundation and BBC Wales to organise off-screen events to widen the understanding and appreciation of the range of content and opportunities in the creative industries both for the professional and lay person.

