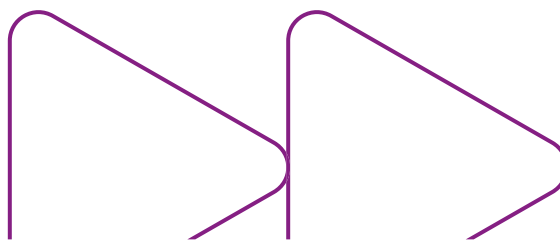




MEDIA LITERACY IN MONTENEGRO

AMU (2020 – 2025)



Media Literacy in Montenegro – Agency for Audiovisual Media Services (2020–2025)

1. Media Literacy as a Strategic Priority

The Agency for Audiovisual Media Services of Montenegro (AMU) has recognized media literacy as one of the key tools for developing democratic society and protecting citizens in the digital environment. In a world where information has become a core social currency, the ability to critically understand, analyze, and interpret media content has become the foundation of democratic participation.

The Program for the Development and Promotion of Media Literacy, adopted by the Agency in 2017, was the first strategic platform that brought this topic from the domain of individual initiatives into the core of regulatory policy. Since then, AMU's activities in this field have been developed systematically, with the goal of fostering a culture of media responsibility and raising public awareness of the importance of reliable information.

2. Strategic Framework

Based on European standards established by the Audiovisual Media Services Directive, AMU has integrated the concept of media literacy as a matter of public interest into its operations. To this end, the Agency has:

- Developed institutional capacities for research and education in the field of media literacy;
- Established cooperation with international partners, primarily the OSCE Mission to Montenegro;
- Initiated the introduction of media literacy into the education system; and
- Continuously worked on raising awareness of the role of media in contemporary society.

Through these activities, media literacy has shifted from a theoretical framework to a practical public policy that includes educational institutions, media outlets, parents, children, the elderly population and civil society organizations.

3. From Individual Campaigns to a Systemic Approach

AMU's initial efforts in the field of media literacy were marked by campaigns aimed at increasing the visibility of the topic. In the years that followed, the Agency's focus shifted toward developing a sustainable and comprehensive system of media education.

In cooperation with OSCE Mission to Montenegro, the Agency launched a series of activities at three interconnected levels:

1. Research and analysis of the current state of media literacy in Montenegro;
2. Education and awareness-raising among key target groups (children, parents, elderly population, educators, and media professionals);
3. Institutionalization of media literacy through formal education and public policy.

4. Research as the Foundation of Policy

In December 2022, AMU and the OSCE Mission to Montenegro conducted the survey “Children, Parents and Media in Montenegro”¹, which provided valuable insight into media consumption by children and parents. The results showed that almost every child owns a smartphone and spends more than eight hours a day in front of a screen. Although these findings are alarming, they offer a crucial evidence base for developing targeted educational programs.

Additionally, the 2023 study “Media Literacy in Montenegro” enabled, for the first time, the measurement of the media literacy index, which stands at 12.2 (on a scale from 0 to 25), and provided a solid basis for shaping future initiatives in the field of media literacy.

Based on these surveys, the Agency redefined its priorities, shifting from reactive campaigns to proactive education for both children and adults. The goal was to facilitate practical application of media literacy knowledge and skills in everyday life.



Presentation of the Public Research “Media Literacy in Montenegro” from 2023²

5. Education and Public Campaigns: From Manuals to Classrooms

In cooperation with the OSCE, a manual titled “Media and Digital Literacy”³ was published in 2022. Designed for parents, teachers, and media professionals, it was printed in Montenegrin, Albanian, English and Romani, and distributed to over a hundred schools across Montenegro. It explains concepts such as disinformation, algorithms, influencers, and digital safety in a clear and accessible way.

The material evolved beyond a reference guide, it became an educational resource in schools and a platform for workshops organized by the Agency and the OSCE in subsequent years⁴. These workshops were tailored to different age groups and focused on topics such as safe use of social media, privacy protection, and the culture of communication in digital spaces.

¹ <https://www.medijskapismenost.me/istrazivanje-medijska-pismenost-djeca-roditelji-i-mediji-u-crnoj-gori-decembar-2022/>

² <https://www.medijskapismenost.me/medijska-pismenost-gradjana-crne-gore-se-moze-unaprijediti-obrazovanje-kljucno/>

³ <https://amu.me/wp-content/uploads/2022/11/Medijska-i-digitalna-pismenost-CG.pdf>

⁴ <https://www.medijskapismenost.me/razvijanje-kompetencija-kroz-edukativne-radionice-na-sjeveru-i-jugu-crne-gore/>

6. Media Literacy Days and the Campaign “The Power of Media Literacy”

AMU continuously marks Media Literacy Weeks and Media Literacy Days ⁵. As part of these events, workshops, public forums, exhibitions of children's works, and competitions are organized. The 'Power of Media Literacy' contest has shown how ready children are to understand and interpret the principles of responsible media behavior through artistic expression and literary works.



Media Literacy Days at the premises of the Agency for Electronic Media

In cooperation with popular athletes and influencers, the Agency launched a campaign featuring the video titled “Media Literacy with Petar Popović⁶,” aimed at bringing messages about responsible media use closer to children and youth in a relatable and engaging way.

7. Institutionalization: Media Literacy in Schools

As a result of years of advocacy, the National Education Council approved the introduction of Media Literacy as an elective subject in elementary schools in 2023. This decision marks the most significant step toward institutionalizing the concept that AMU has been developing for years.

Thus, media literacy has moved from project-based activities into formal education frameworks, ensuring long-term sustainability and systemic impact.

8. Informal educational initiatives for the youngest – Comics, animated film, performances

The Agency has adapted its media literacy activities for the youngest audience by presenting a comic book and an animated film titled “Sajber sa sajberom”, designed to help children develop critical thinking and better understand media content. Through a fun and educational approach, children are provided with essential knowledge that enables them to navigate the modern digital environment more easily⁷. The animated

⁵ <https://www.medijskapismenost.me/dani-medijske-pismenosti-video-izjave/>

⁶ <https://www.medijskapismenost.me/video/>

⁷ <https://amu.me/wp-content/uploads/2024/06/Strip-Online-izdanje-Sajber-sa-sajberom.pdf>

<https://www.medijskapismenost.me/wp-content/uploads/2024/06/Strip-Online-izdanje-Sajber-ssajberom.pdf>



film⁸ was broadcast 40 times on six television stations, while the comic book was distributed through various channels to many citizens.

The educational theatre performance “Click Safely, Click on Family”, supported by the Agency, was performed across all three Montenegrin regions after its premiere in Podgorica—in Andrijevisa, Plav, Cusinje, Plužine, Šavnik, Cetinje, as well as in the Children’s Home “Mladost” in Bijela.

The performance was intended for children aged 5 to 14, parents, educators, and decision-makers in the education system. Hundreds of children attended the performances, actively participating and showing a high level of interest.

This project is part of a broader Agency initiative aimed at improving digital and media literacy among the youngest.

9. Media literacy for the elderly population



To strengthen media literacy among the adult population, AMU and the OSCE Mission to Montenegro published the “Guide for Silver Surfers – A Handbook on the Internet and Social Networks for the Elderly.”⁹

The guide aimed to enhance digital and media skills among older citizens, enabling them to use the internet and social networks safely and responsibly. The 45-page guide, organized into 13 chapters and eight exercises and tasks, provides important advice

and tools covering the key aspects of media literacy.

Additionally, an intensive campaign was conducted on television stations and social media to raise awareness about media literacy among the elderly. The central element of the campaign was a video spot emphasizing the importance of a critical approach to media content.¹⁰ Renowned radio journalist and announcer Rosanda Kovijanić was the campaign’s main figure. The spot, with a clear educational tone, provided

⁸ https://www.youtube.com/watch?v=rSEj7j_OYM8&ab_channel=Agencijazaudiovizuelnemedijskeusluge%28AMU%29

https://www.youtube.com/watch?v=pxUk9qObiWk&ab_channel=Agencijazaudiovizuelnemedijskeusluge%28AMU%29

⁹ <https://amu.me/wp-content/uploads/2024/10/Vodic-za-srebne-surfere.pdf>

¹⁰ https://www.youtube.com/watch?v=NpAD8DpCdA&ab_channel=Agencijazaudiovizuelnemedijskeusluge%28AMU%29



information about the free SOS hotline 080 888 000, a tool that offered citizens support with any dilemmas related to the media environment. The highest number of calls came from the cities of Podgorica, Nikšić, Budva, Bijelo Polje, Berane, Tivat, Kotor, Ulcinj, Zeta, and Cetinje.

As part of the campaign aimed at strengthening media literacy among the elderly, three animated video tutorials (video guidelines) were produced.

These educational materials, presented through the adventures of the married couple Ljubo and Draga, helped older citizens and those with limited digital and media skills to better navigate the world of new technologies. Through humorous and educational situations, the tutorials cover key topics such as recognizing reliable sources, using social networks, and responding to fake or misleading ads.

Each episode follows the couple during their holiday, where they face dilemmas related to content in both traditional and new media.¹¹

10. Media Literacy and Independent Journalism



AMU views media literacy as a prerequisite for strengthening credible media. Through the Fund for the Promotion of Media Pluralism and Diversity, the Agency supports projects that contribute to the production of high-quality and educational content.

At the Conference on Media and Digital Literacy and Disinformation (Podgorica, 2022), it was emphasized that “independent journalism and media literacy are the best antidotes to disinformation.” This synergy between the regulator and industry has become the cornerstone of modern policy in Montenegro.

¹¹ https://www.youtube.com/watch?v=7A1N54LIQoE&t=2s&ab_channel=Agencijazaudiovizuelnemedijskeusluge%28AMU%29
https://www.youtube.com/watch?v=lcXTYO6FUrM&t=8s&ab_channel=Agencijazaudiovizuelnemedijskeusluge%28AMU%29
https://www.youtube.com/watch?v=bBe_YKD2oPU&t=1s&ab_channel=Agencijazaudiovizuelnemedijskeusluge%28AMU%29



Campaign “We’re on the Same Side” featuring public figures, dedicated to strengthening Media Literacy¹²

10. Results and Outlook

Over the past five years, the Agency for Audiovisual Media Services has laid a strong foundation for media literacy in Montenegro:

- three research cycles on children’s and parents’ media habits have been conducted;
- a large number of educational workshops has been organized;
- a series of campaigns accompanied by educational materials was carried out- the national portal *medijskapismenost.me* has been launched;
- active social media pages *Media Literacy Montenegro* with more than 6,500 followers;
- media literacy has been introduced as a school subject; and
- a wide network of partners—including educational institutions, international organizations, and media outlets—has been built.

Although challenges remain—such as children’s excessive exposure to digital content, insufficient adult education, and the spread of disinformation—the results achieved confirm that the Agency has succeeded in positioning media literacy as a societal priority.

11. Conclusion

The activities of the Agency for Audiovisual Media Services of Montenegro in the field of media literacy are the result of long-term and strategic thinking that treats media literacy not as a separate field, but as an integral part of the public interest and democratic culture. Through continuous efforts, partnership, and institutional support, AMU has become the main driver and coordinator of a process that transformed individual initiatives into a sustainable system for the development of media literacy in Montenegro. This approach has established a model demonstrating how a regulator, in cooperation with social stakeholders, can contribute to building a responsible, and informed citizenry.

¹² <https://www.medijskapismenost.me/aleksandra-mudresa-i-andrijana-bozovic-u-kampanji-amu-na-istoj-smo-strani/>
<https://www.medijskapismenost.me/sportsko-pojacanje-kampanji-na-istoj-smo-strani-rukometas-mladen-rakcevic-i-teniserka-danka-kovinic/>
<https://www.medijskapismenost.me/novinar-vuk-perovic-i-violinistkinja-verica-culjkovic-dali-doprinos-kampanji-amu-posvecenjoj-medijskoj-pismenosti/>