



# Korea Communications Commission

## NEWS RELEASE

### **Embargo:**

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### **Contact:**

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## **REALIZING A NEW DIGITAL COMMUNITY BASED ON COMMUNICATION AND COOPERATION**

- *Government ministries including KCC announce Comprehensive Plan to Strengthen Digital Media Communication Capacity*
  - *Set up regional centers such as Community Media Foundation, FORME, and Media Education Center for Schools*
  - *Strengthen solidarity and cooperation in the non-contact era through fostering digital citizenship based on consideration and participation*
- 
- Expand on/offline media education infrastructure nationwide and provide media education services that come to the recipient
  - Strengthen education on media production, uploading and sharing and loan production facilities and equipment free of charge so that everyone, from children to the elderly, can express themselves through digital media
  - Strengthen fact-checking training so the public can better determine the truth amidst the rise in misinformation and provide education on understanding content algorithms
  - Enhance digital citizenship to foster communication and active participation in the digital space

August 27, 2020 – The **Korea Communications Commission** (Chairman Han Sang-hyuk) and the **Ministry of Culture, Sports and Tourism** (Minister Park Yang-woo) today announced the *Comprehensive Plan to Strengthen Digital Media Communication Capacity*.

As part of the government's *Post Covid-19 Era Key Projects* (July 2), this plan was concluded through continuous discussions and cooperation between relevant government ministries such as the Ministry of Education, Ministry of Science and ICT, and the Ministry of the Interior and Safety.

The use of digital media through TV, social media and OTT has risen following the **increase in non-contact, or remote, methods** due to Covid-19. Non-contact methods provide not only convenience and safety, but also present an opportunity to **promote the digital economy**.

On the other side of this opportunity, however, is an acceleration of individual isolation and **loss of community**. There are concerns of **exacerbating social and economic inequality** for vulnerable groups, and issues like the spread of false information, cyber bullying and **other side effects are also on the rise**.

In order to address this situation, there are calls for more **fundamental solutions** such as creating a sense of community and promoting consideration and respect in communication in the digital space, **in addition to the ex-poste regulatory measures** on misinformation and cyber bullying.

The government has **drawn up and will implement the comprehensive plan** to strengthen digital media use and production capabilities, and ensure that no one, regardless of age, class or region, is excluded from the digital society.

KCC Chairman Han Sang-hyuk expressed the strong commitment to “**expand media education and strengthen related infrastructure** so that all citizens can utilize digital media, which has become even more important in a non-contact society. At the same time, we will **provide extensive support so that no one is excluded** from the benefits of media education.”

Under the goal of “**realizing a digital community** based on communication and cooperation,” the comprehensive plan will implement **four main strategic projects** with twelve sub-projects. The four strategies are: expand on/offline media education infrastructure; strengthen citizens' ability to produce digital media; enhance ability to distinguish media information; and promote digital citizenship based on consideration and participation.

The four strategies are described below.

## 1. Expand on/offline media education infrastructure

- **Expand and build media education facilities nationwide** like the Community Media Center\* and **provide facilities and equipment free of charge** so anyone can easily produce and experience media.

\* Number of centers: 10, Busan, Gwangju, Gangwon, Daejeon, Incheon, Seoul, Ulsan, Gyeonggi, Chungbuk, Sejong(under construction)

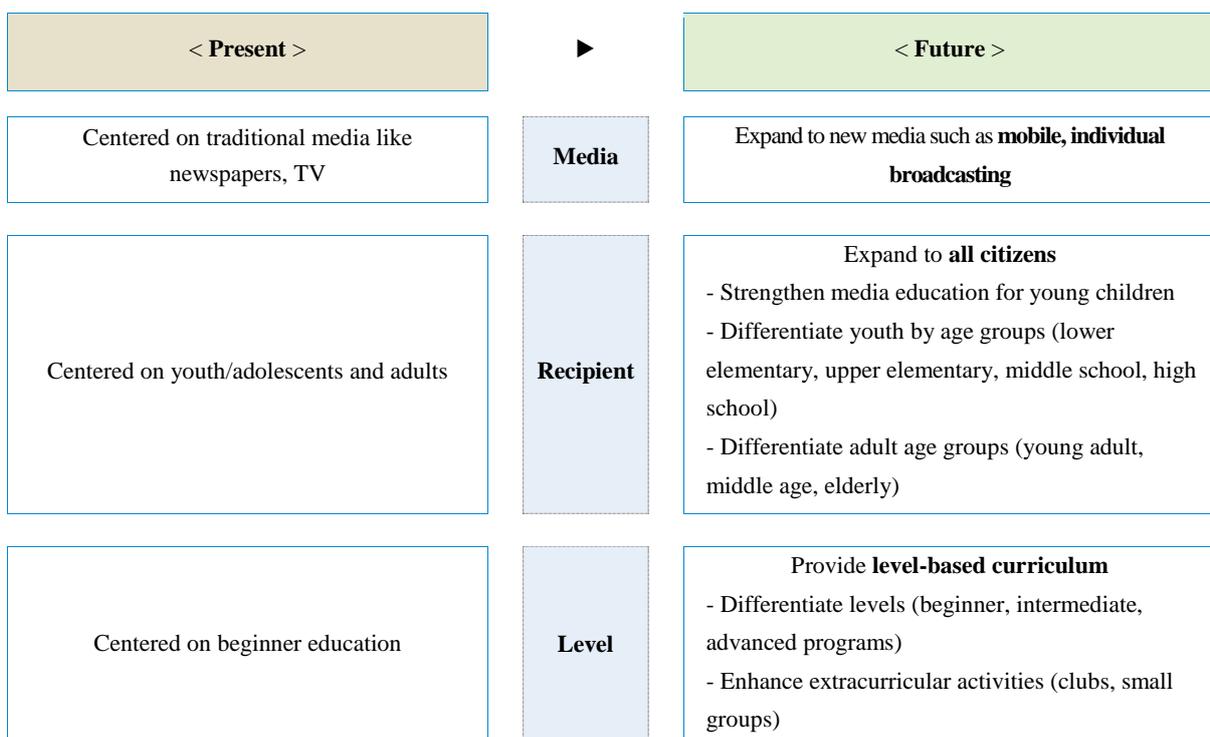
- Provide direct support for education and distance learning after Covid19 by **growing FORME (For Media Education) into a teacher training institution** and creating the Media Education Center for Schools\*
  - \*Support media production facilities for students and teachers to use, and operate various programs to help form critical understanding of media
- Open an **online media education platform** and compile all the previously dispersed information related to media education in this platform to share

Online Media Education Platform(Plan)

E-learning System -online media education content -teaching and learning plan	Online Media Education Platform	Citizen-produced content -Winners of open competition
Regional Learning Center -Reserve offline classes -Reserve facilities and equipment		Related site -Fact-checking platform -Media education platform (FORME) -Schools Media Education Platform

## 2. Strengthen citizens' digital media production capacity

- In an era when everyone uses digital media, carry out **customized education for all ages** so that everyone, from young children to the elderly, can freely express themselves through media



- Additionally, **expand media education in schools linked with school curriculums** such as the Free Semester Program (for middle school) or High School Credit System, and ensure thorough education for all including those **with disabilities, multicultural families, and youth not in school**, so that none are left behind.

\*For those with disabilities, produce content considering special needs based on chronological age, characteristics of disabilities, etc. for all ages.

\*For youth and adolescents not in school, link with youth centers and KDream (support center for youth not in school).

\*For multicultural families and North Korean refugees, provide education through cooperation with settlement organizations such as multicultural support centers.

- Expand **education programs which come to the recipient** for regions and groups for whom it is more difficult to receive media education, such as those in mountainous, agricultural and fishing villages. **Carry out education for fostering media creators** so that anyone can create and share content.

\*Provide digital media instruction services in nearby public facilities, expand operations of the “media bus that comes to you,” and operate the “movie theater that comes to you.”

### 3. Strengthen ability to distinguish media information

- Expand **fact checking education for citizens** so that the public can critically understand and use the information provided by media. **Carry out in-depth education** so that **experts in various fields**, from journalism, society, and economy, can become qualified fact checkers.
- **Promote fact checking by building and operating a fact checking open platform** for citizens to directly recommend content for review and participate in fact checking
- **Improve ability to use digital content** by carrying out education on the recommendation algorithms for internet services like social media and YouTube.

### 4. Expand digital citizenship based on consideration and participation

- **Strengthen ethics education** in order to build identity, communication and societal participation in the **digital space**. Oversee **programs to prevent side effects from the digital** age such as cyber bullying and hate speech. Carry out training on proper usage of media devices (smartphones).
- Promote diverse forms of communication such as through **supporting community media participation and expanding community radio**, thereby reinforcing social cohesion which could be overlooked in the non-contact era.
- Furthermore, create a mid-to long term policy direction for improving media literacy

through **developing and tracking a media literacy index**

- Additionally, host events for citizen participation in order to spread digital citizenship awareness in everyday life, and create a mid-to long term policy direction for improving media literacy through developing and tracking a media literacy index

Against the backdrop of increasing digital media services in the non-contact society, the government will build upon this comprehensive plan to create a **sound digital community** where **no one is left behind** and the public is happier through the **medium of digital media**.

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Attachment 1: Comprehensive Plan to Strengthen Digital Media Communication: Expected Results

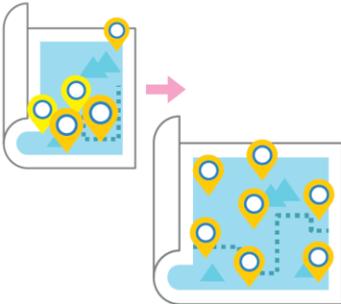
# Sound Digital Community: New Republic of Korea

1

We will create infrastructure so anyone can receive media education anywhere

01

Expand media education infrastructure nationwide



Concentrated services in select areas → service without blind spots

02

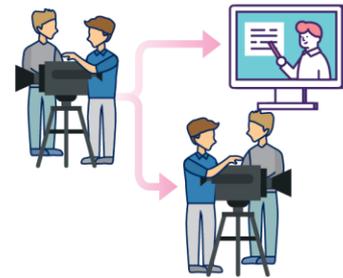
Build online media education platform



Build and advance new online system

03

Develop on/offline convergence education model



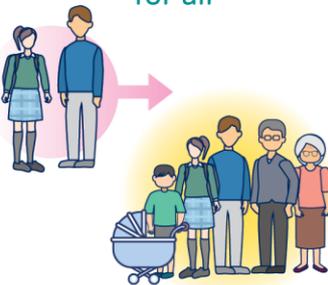
Offline-centered → on/offline anytime, anywhere

2

We will enhance capacity so anyone can produce digital media

01

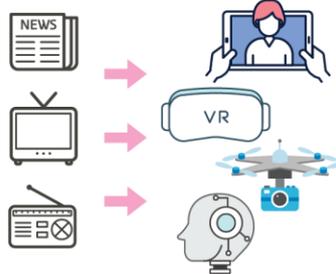
Provide extensive digital media education for all



Youth/adolescents and adults → all ages

02

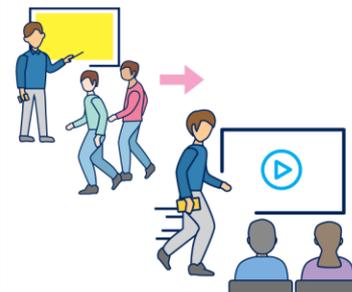
Strengthen education for media production using new technology



Newspapers, TV, radio → Individual media, VR, AR, drones, AI

03

Enhance media education that comes to you



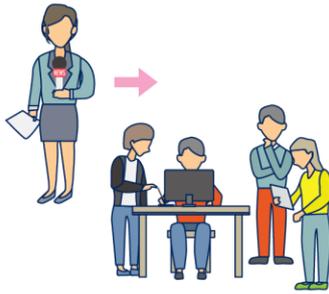
You seek out education → Education comes to you

# 3

## We will strengthen capacity so everyone can distinguish correct information

01

Strengthen education to determine misinformation



Experts ▶ Ordinary citizens

02

Expand education to enhance understanding of media technology and text



Watch recommended videos ▶ Watch with understanding of recommendation algorithm

03

Produce and distribute fact checking educational content



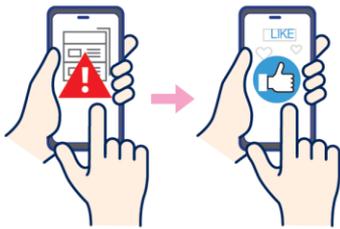
Teacher's instructional material ▶ Learner-participation focused material

# 4

## We will live as considerate and proactive digital citizens

01

Strengthen non-contact digital ethics education



Digital side effects ▶ Safe digital society

02

Expand support for regional community media



Individual-centered media ▶ Promote community media

03

Improve digital citizenship awareness in everyday life



Expand digital citizenship to all citizens