

CIVICS AND MEDIA

CIVICS – The study of the way government works, and the rights and duties of citizenship

WHY IS CIVICS IMPORTANT?

- 1. Participation in democracy**
- 2. Contribution to society**
- 3. Trust in our institutions**
- 4. Evaluating our institutions**
- 5. Nationhood**

HOW MUCH SHOULD KIWIS KNOW?

1. The basics

- Government
- Parliament
- Courts
- Human rights
- Treaty
- Rule of law

HOW MUCH SHOULD KIWIS KNOW?

2. Getting beyond the basics

- Bill of Rights

- Electoral systems

- The flag

How much do we expect people to know?

HOW DO WE GET OUR KNOWLEDGE?

- **Students. School programmes (again)?**
- **Adults**
 - Where is the information to be found?
 - How do we ensure that it is found?

THE MEDIA AND THEIR ROLE

The classic concept of the media's role in a democracy:

- A trusted and reliable source**

The basics of the trust:

- Accuracy**

- Fairness**

- Balance**

THE NEW MEDIA

- **Mainstream media websites**
- **Other websites**
- **Blogs**
- **Chatrooms**
- **Social media**

Can be accessed from a single screen

THE NEW MEDIA

- **The social media have huge power and reach.**
- **Stories break there – and spread to the mainstream media.**
- **But mainstream media (and their websites) are still the main source of news for most people.**

THE CHANGING FACE OF THE MODERN MEDIA

- 1. Some are not moderated or edited. There is no assurance of accuracy.**
- 2. Blurring of lines between news and entertainment**
So: boring is bad
- 3. Presenters in the arena**
 - the line between fact and opinion**
 - the question of balance.**

CHANGING FACE OF MODERN MEDIA

- 4. Much of it invites the individual to choose**
- 5. Brevity is of the essence**
- 6. The butterfly brain**
- 7. Negativity (sometimes extreme) is commonplace**
- 8. The internet engenders lack of respect**
- 9. Google – how helpful?**

SOME QUESTIONS FOR CIVICS AND THE MEDIA

1. The basics

- How much should good citizens know?**
- How and where do we provide the information?**
- How do we ensure that people know of it and find it?**

2. Beyond the basics

- How can the material be simplified?**
- At what level do we pitch it?**
- How do we ensure it reaches people?**

SOME QUESTIONS FOR CIVICS AND THE MEDIA

- 3. What role can the media play? Should different parts of the media play different roles?**
- 4. How can we harness the power of the social media?**
- 5. What next?**