



MLE ADVOCACY: OPPORTUNITIES AND STRATEGIES

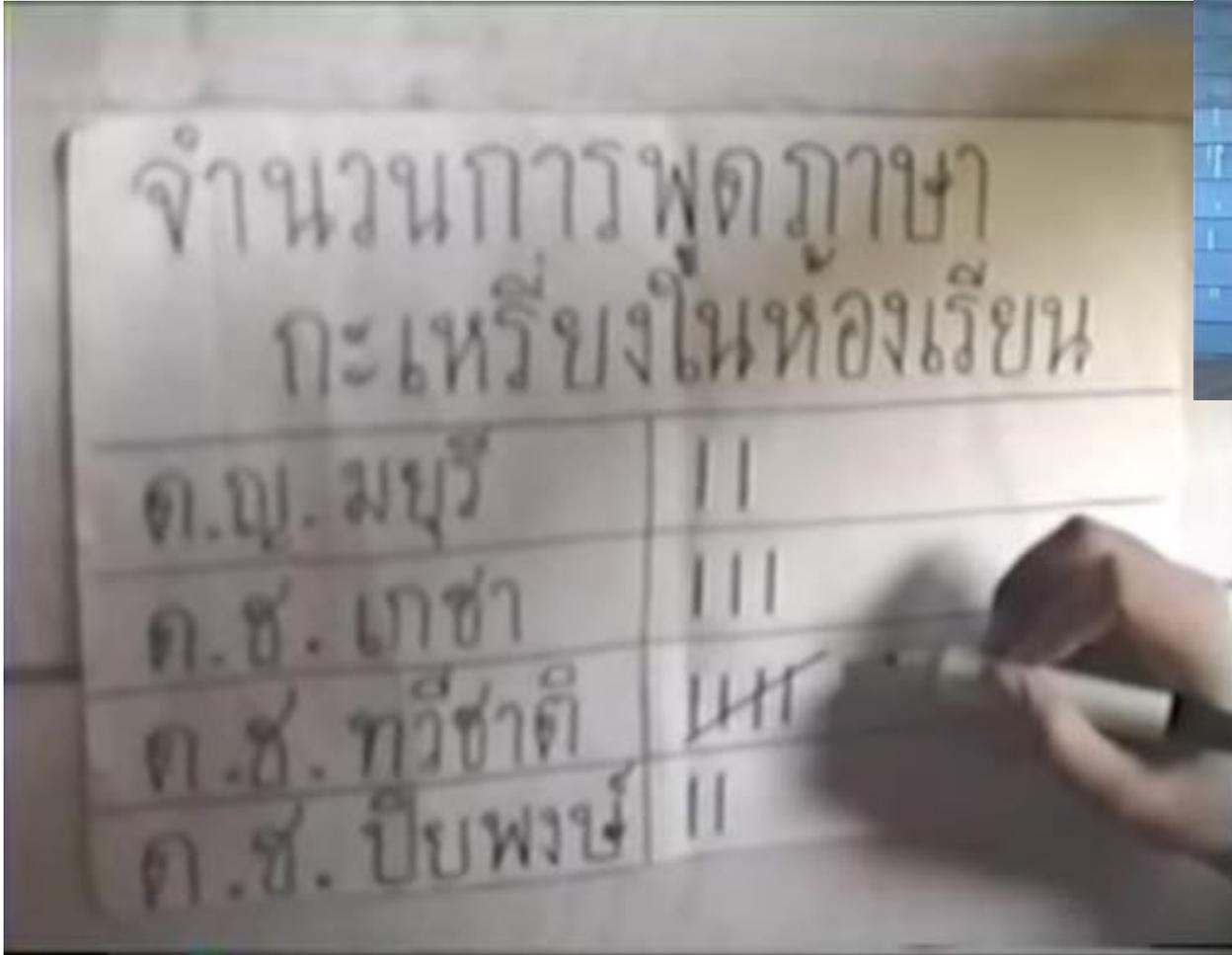
11:00 a.m. - 12:30 p.m. (Bangkok time/GMT+7), 23 March 2022 via Zoom

MLE ADVOCACY FROM A MEDIA ADVOCACY PERSPECTIVE

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#APMLEWG
#WebinarSeriesNo5

Education
2030 

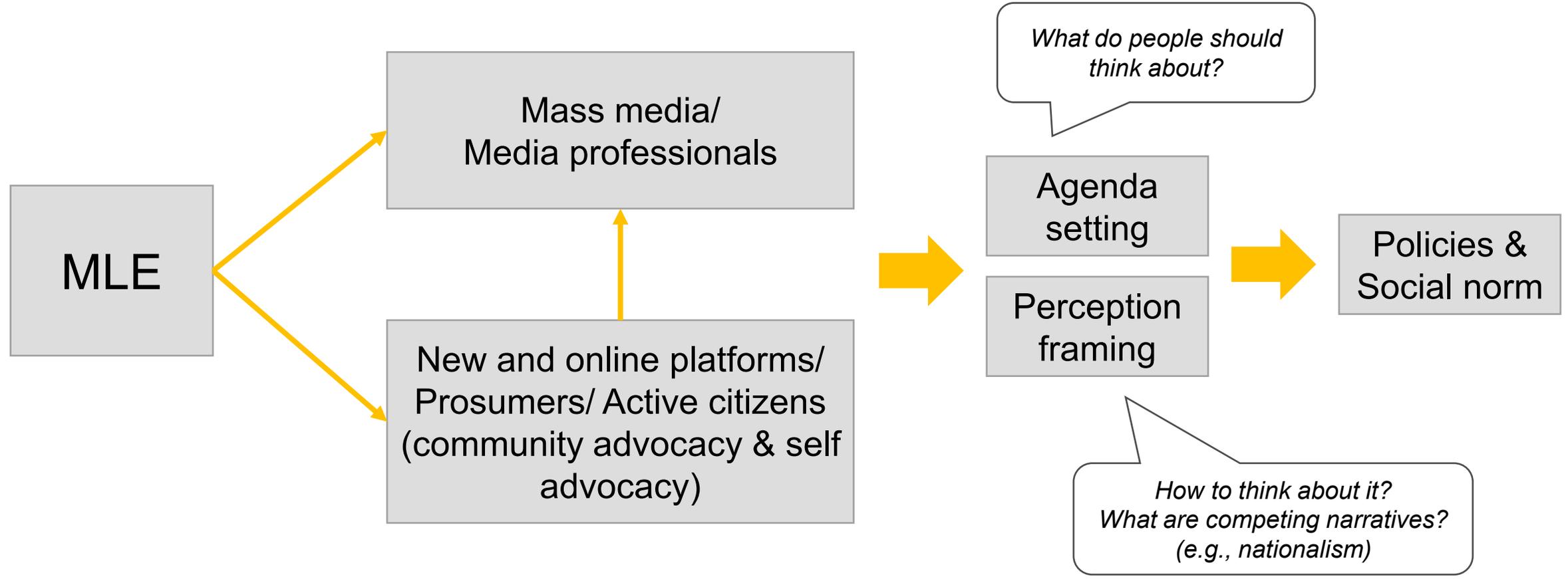


A Concrete Bridge (1999), a semi-documentary by Manoch Ch

In a Karen village in Lanpang Province, Thailand, a teacher does not allow students to speak Karen language in classroom. Otherwise, they would be punished.

How far we've come in the past two decades

MEDIA ADVOCACY IN THE NEW MEDIA LANDSCAPE



New Media Landscape and Ethnic/Indigenous Media Enthusiasts

- While media advocate in the past may focus on the mass media and collaborate with media professionals, in this new media landscape, we need to make use of social and online mediaplatforms together with mass or traditional media.
- The last decades have observed the change in communication processes, especially a blur line between media producers and media audience or consumers, which is called “prosumers”. One of the key strategies for media advocacy in this digital era is working with media enthusiasts in ethnic communities, especially the young generation.
- We can support or encourage them to speak for themselves and for their own cause by utilizing new and digital media as a tool. These “organic” contents and stories might be later elaborated by media professionals and mass/mainstream media organizations.

Agenda Setting and Perception Framing

- From a media studies scholarship, media has at least 2 functions in advocacy campaigns; agenda setting and perception framing.
- Agenda setting - media play a vital role in raising awareness among people and stakeholders, particularly at the time of relevant national and international events. (doing a quick search, I found only few contents about MLE and related stories in Thai media)
- Perception framing - the way media construct or present about MLE can help shape or frame the perception of people in the society. When people heard about MLE, many media audiences may feel not related to them, and even feel unacceptable due to their sense of nationalism – one country, one language. This may be called a competing narrative and we need to find a way to create a new perception and communicate to the people.

Media advocacy is an important part of MLE advocacy campaigns, not only to advance policy initiatives but also to foster a social norm in a sense that MLE is not an extra but a common thing in our educational system and society.