

For Immediate Release



AUB professor receives 2015 UNESCO Global Media and Information Literacy Award

Beirut, Lebanon- 06/07/2015 - Dr. Jad Melki, associate professor of journalism and media studies at the American University of Beirut, has received UNESCO's 2015 Global Media and Information Literacy Award for his role in promoting and developing media literacy education and research in the Arab region.

Melki, who is also the director of the Media Studies Program at AUB and the founder of the Media and Digital Literacy Academy of Beirut (MDLAB), shared the 2015 award with Dr. Tessa Jolls, president and CEO of the US-based Media Literacy Center, an educational organization that promotes media literacy worldwide.

The international award honors an educator who has had positive international impact on learners through media and information literacy. Melki officially received the award during the annual conference of the National Association for Media Literacy Education in Philadelphia, USA, held June 26-27.

The award recognized Melki as an educator integrating media and information literacy in an innovative way in curricula and research, particularly through his work on MDLAB, which aims to advance digital and media literacy education in the Arab region by training a generation of teachers and scholars and developing locally rooted curricula. During the award ceremony, Melki spoke about the struggle to introduce media literacy to the Arab world.

“Our goal is to get each Arab country by the end of this decade to have at least one school and one university that offers media literacy as core curricula,” Melki said. “We hope to continue to preach the tenets of media literacy in the Arab world, and to counter the cultures of hate, ignorance and death that surround us.”

Sponsored by the Open Society Foundations and al-Monitor, the Media and Digital Literacy Academy of Beirut (MDLAB) MDLAB offers students and academics a unique opportunity to study media and digital literacy with leading Arab and international experts during two summer weeks. Since it was initiated in 2013, the academy has been able to introduce media literacy curricula and research to two-dozen Arab universities.

For details about MDLAB, visit: aub.edu.lb/mdlab

The Global Media and Information Literacy Award was initiated by the Global Alliance for Partnerships on Media and Information Literacy (GAPMIL) as part of the Global Media and Information Literacy Week (MIL Week). It is coordinated by GAPMIL and the Media and Information Literacy and Intercultural Dialogue University Network (MILID Network), with the support of UNESCO and UNAoC. The MIL Week activities and conference are important opportunities for members of (GAPMIL) and the MILID Network to meet and share the latest research, projects, new ideas and information with a diverse gathering of stakeholders involved in information and media literacy, and in print, screen-based and digital media.

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About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 700 full-time faculty members and a student body of about 8,000 students. AUB currently offers more than 100 programs leading to the bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

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