

# Consultation response form

## Your response

Question	Your response
<b>Question 1:</b> Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence.	Ongoing research provide up-to-date evidence and data that can inform more effective and relevant policy decisions. It ensures that policies are based on the current trends and accurate information. Also in a rapidly changing media landscape, continue research helps with adaptability.
<b>Question 2:</b> Do you agree with our proposals in this section for working with platforms? Please explain your reasons and provide any relevant supporting evidence	Different groups have their unique experience and challenges they face when it comes to the media literacy and making sense of the media. Including their voices will ensure that these perspectives are represented and will lead to a more complete and accurate understanding of the issues at hand and possible solutions.
<b>Question 3:</b> Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence. We are particularly interested in any views and evidence about whether a Media Literacy Week would be impactful.	The sharing of knowledge fosters collaboration, innovation, continuous improvement, and empowerment of educators. As a result, it creates a more media-literate society capable of critically engaging with and navigating the complex media landscape.
<b>Question 4:</b> Do you agree with our assessment of the potential impact on specific groups of persons?	<p>It ensures that programs are effective, evidence based, accountable and continuously improving. It leads to a more impactful media literacy initiatives that is able to adapt to the changing needs and challenges of specific groups.</p> <p>Ofcom MSOM report should also consider in the future adding and categorise those experiencing language barriers as another type of specific group of interest</p>

Question	Your response
<p><b>Question 5:</b> Do you agree with our assessment of the potential impact of our proposals on the Welsh language?</p>	<p>In a sense that it is vital for promoting cultural perseverance, inclusivity, legal compliance, effective communication, community engagement, support for Welsh media, informed policy development and educational benefit. It also ensures MSOM initiatives to be accessible, equitable and supportive for linguistic diversity that enriches the British society.</p>