

News and Media Literacy

Introductory Level



POSITIVE DIGITAL
PARENTING



Co-funded by
the European Union

News and Media Literacy



Media literacy is a way for us to better understand our world and have our say in it. It involves understanding how - and why a media message is constructed as well as its impact on the world. News and Media Literacy Being literate in a media age requires critical thinking skills that empower us as we make decisions, whether in the classroom, the living room, the workplace, the boardroom, or the voting booth.

What impact does media manipulation has in our lives?

Part of interpreting media is also identifying when and how it's been altered and manipulated. Media literacy helps us see how media has been altered throughout history, and the specific challenges it poses today to truth and democracy.





Importance of News and Media Literacy Today

Today's information and entertainment technologies communicate to us through a powerful combination of words, images, and sounds. As such, we need to develop a wider set of literacy skills helping us to both comprehend the messages we receive and effectively utilize these tools to design and distribute our messages.

Fake News

Fake news refers to false reports or misinformation shared in the form of articles, images, or videos which are disguised as "real news" and aim to manipulate people's opinions. Fake news is spread by social media users and hidden social bots which comment on, repost, and retweet such news items.



How can I think more critically about the media?

TRUE OR FALSE? HOW MUCH IS FAKE NEWS INFLUENCING OUR LIVES?

Critical thinking on the media's messages

EVERYONE HAS HEARD THE TERM "FAKE NEWS, " BUT DO YOU KNOW WHAT IT REALLY MEANS? UNDERSTANDING THE VARIOUS WAYS THAT FALSE INFORMATION IS SHARED, AND THE MOTIVES AND APPEAL BEHIND IT, IS IMPORTANT IN AVOIDING AND COMBATING IT.

SATIRE OR PARODY

No intention to cause harm, but has potential to fool

MISLEADING CONTENT

Misleading use of information to frame an issue or individual

IMPOSTER CONTENT

When genuine sources are impersonated

FALSE CONTENT

New content is 100% false, designated to deceive and do harm

FALSE CONTEXT

When genuine content is shared with false contextual information

MANIPULATED CONTENT

When genuine information or images are manipulated to deceive

EVALUATING THE INFORMATION YOU FIND ONLINE AND ELSEWHERE, TO DETERMINE ITS USE AND TRUTHFULNESS, IS A KEY LIFE SKILL!



"THE EUROPEAN COMMISSION'S SUPPORT FOR THE PRODUCTION OF THIS PUBLICATION DOES NOT CONSTITUTE AN ENDORSEMENT OF THE CONTENTS WHICH REFLECT THE VIEWS ONLY OF THE AUTHORS, AND THE COMMISSION, CANNOT BE HELD RESPONSIBLE FOR ANY USE WHICH MAY BE MADE OF THE INFORMATION CONTAINED THEREIN."



**Co-funded by
the European Union**