

TRAINING COUSE

Beyond the Headlines: Critical Thinking and Digital Advocacy

30.03-07.04.2025



APPLY BY FILLING UP THE LINK UNTIL 28.02.2025!



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● TRAINING COURSE

● Beyond the Headlines: Critical Thinking and Digital Advocacy

Brief description of the project

This training program aims to take media literacy beyond analysis and into action. Participants will not only critically assess digital content but also learn to create compelling counter-narratives that challenge misinformation, online violence, and hate speech.

Through non-formal education methods, coaching techniques, and hands-on digital activism, the training will empower participants to design and implement social media campaigns, educational materials, and community-based projects that foster positive digital engagement and critical thinking.

Key Learning Areas

1. Crafting Effective Counter-Narratives Against Misinformation and Hate Speech
 - Understanding the power of narratives in shaping public opinion.
 - How to create positive and engaging counter-narratives that challenge disinformation.
 - Psychological aspects of persuasion: engaging audiences without confrontation.
 - Case studies of successful counter-narrative campaigns worldwide.
2. Digital Activism and Media Impact
 - How social media platforms can be leveraged for positive social change.
 - Strategies for building online movements – from hashtag activism to sustained initiatives.
 - The ethics of digital activism: avoiding echo chambers and promoting constructive dialogue.
 - Personalized digital roadmaps for participants to create impact within their communities.
3. Detecting and Neutralizing Manipulative Media Techniques
 - Recognizing the tactics of clickbait, deepfakes, and manipulated images.
 - Analyzing misinformation techniques such as context distortion and selective framing.
 - Fact-checking strategies and tools for verifying information in real-time.
 - Hands-on exercise: designing a debunking campaign in a simulated media crisis.
4. Creative Formats for Digital Education and Engagement
 - Using memes, podcasts, and short videos to spread media literacy.
 - Strategies for engaging different audiences, from youth to vulnerable communities.
 - Practical workshop: participants create their own mini-campaigns.
 - Building a network of "media mentors" who can educate others.

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A Bit About us!

Probudnik Association, founded in 2013 by experts in social work, education, psychology, and business, is a powerhouse for empowering young people. Our mission is to inspire youth to unlock their full potential, focusing on those at risk or facing challenges. We combine non-formal education with creative methods, coaching, sports, and outdoor activities to drive personal growth.

We empower young people to develop confidence, critical thinking, and decision-making skills. We believe in bottom-up change and work with partners to create a supportive environment for youth development.

Through hands-on work in the field, Probudnik addresses the real needs of young people, offering guidance in career paths, personal development, and overcoming barriers. We've led numerous national and international projects in collaboration with European organizations.

At the heart of Probudnik is non-formal education. We host seminars, youth exchanges, creative workshops, and experiential academies to sharpen young people's social skills and foster their proactive involvement in society. We also cultivate entrepreneurial thinking and independent living skills. Beyond that, we empower youth workers by creating new tools and approaches to inspire and improve their work. Training and motivating social workers, trainers, and teachers is a key focus as we continuously enhance the quality of their work.

We believe critical thinking is a game-changer for success. That's why we prioritize nurturing young people's ability to think critically, distinguish facts from opinions, and form well-reasoned perspectives. Our projects and activities foster these essential skills and create spaces for active civic participation. We collaborate with local and national authorities to influence youth policy and create meaningful impact.

WHY?

Why Participate?

In an era where digital content shapes opinions and influences societies, the ability to critically engage with media is more important than ever. This training goes beyond traditional media literacy by equipping participants with the skills to challenge misinformation, counter harmful narratives, and actively contribute to a more informed and respectful digital space. Through interactive workshops, hands-on media creation, and collaborative problem-solving, participants will not only sharpen their analytical abilities but also learn to develop effective counter-narratives and digital advocacy strategies. This is a unique opportunity to transform from passive media consumers into proactive change-makers, fostering a culture of responsible media engagement within their communities.



WHERE?

The training will be held in the city of Pernik, just 20 minutes from the capital of Bulgaria - Sofia. The whole project will be held in the International Youth Center - Pernik.

Pernik, Bulgaria, offers a rich blend of culture, history, and vibrant experiences for visitors. Known for its mining heritage, the city boasts unique attractions such as the Underground Mining Museum and the iconic Surva International Festival of Masquerade Games. With its picturesque parks and scenic views, it's an ideal place for relaxation and exploration. Additionally, Pernik's proximity to Sofia, the bustling capital of Bulgaria, makes it an attractive destination for participants—just a 30-minute drive connects you to Sofia's vibrant city life, offering countless opportunities to explore museums, shopping centers, historical sites, and exciting nightlife. This combination of Pernik's charm and proximity to Sofia allows attendees to enjoy a range of events in the capital, including concerts, cultural exhibitions, and nightlife, just a train stop away.

For whom?

This training is tailored for young people aged 18 - 30, youth workers, educators, and community leaders who are passionate about enhancing their media literacy, critical thinking, and understanding of online violence. It is particularly suitable for those who prefer learning in a non-formal, interactive environment and who wish to apply coaching techniques to foster deeper understanding and empowerment in themselves and others.



APPLY NOW

Why is this different?

"Beyond the Headlines: Critical Thinking and Digital Advocacy" goes beyond traditional media literacy by focusing on active media engagement, counter-narrative creation, and digital activism. This training is not just about analyzing misinformation—it's about empowering participants to respond, influence, and reshape the digital landscape. Through interactive simulations, hands-on media projects, and expert-led discussions, participants will learn to critically deconstruct media messages while developing practical strategies for online advocacy and content creation. Unlike conventional workshops, this program integrates coaching techniques and experiential learning, ensuring that participants not only absorb knowledge but also apply it in real-world scenarios. By the end of the training, they will leave with the confidence and tools to challenge harmful narratives and foster a more informed, responsible digital culture.

APPLY BY FILLING UP [THE LINK](#) UNTIL 03.03.2025!

All expenses for travel and accomodation are covered!