

Seminar – Media Literacy - schedule

Start: 9:00

End: 15:30

9:00 - Registration and check-in - water, coffee, tea

9:30 - Start - Welcome of the guests, presentation of the program of the event

9:45 – Presentation about CEGE and the partner organization

9:50 – Energizer

10:00 – 11:30 Session 1

- Algorithms and stereotypes
- Understanding media content, its different forms (article, podcast, video, etc.), the different platforms for content distribution
- Introduction to Media Literacy
- Disinformation - types, how to distinguish disinformation, distribution channels
- Artificial intelligence and its role in the media ecosystem
- Quiz - How media literate are we?

11:30 – 11:45 – Coffee break

11:45 – 13:00 –Session 2

- Manipulation Time - GO VIRAL (goviralgame.com) in teams of two
- Manipulation and propaganda in the media space + examples (Nestle's milk, Bernays-father of PR)
- Commonly used manipulative techniques and how to distinguish them
- Critical Thinking - What do you think critical thinking is (real-time survey), theory, critical thinking activities

13:00-13:30 – Lunch break

13:30 – 14:15 – Session 3

- Fact-checking - fact-checking tools, tools and applications, activity
- Digital wellbeing - tools, tools, applications to improve digital wellbeing, discussion

14:15-14:30 – Coffee break

14:30 – 15:30

- Workshop – Hate speech vs Freedom of speech

- Summary of the event and what we have learned
- Q&A

* continuation of the idea with an article contest for the participants