

Intro to Media & Information Literacy

Participants should be able to know:

- That MIL is about ordinary people and their media consumption
- MIL is not journalism
- The main fields of MIL

Duration: 90mins

Delivery methods: Mini-Lecture, Brainstorming, Buzz Groups

Tools: Flip Charts, Brown Paper, Cards



5' **Mini-Lecture:** People need reliable information to take informed decisions for their lives. Long time we focused on journalists. But in times of social media this is not enough. Change of perspective: Give ordinary people the competencies necessary to understand information properly.

5' **Mini-Lecture:** 5 competencies of MIL

10' **Feedback:** Please share what you discussed in the buzz-groups

10' **Group Work:** Pick one concrete person, give them a name, age and an occupation. Describe their media usage through a typical day on a flip chart.

15' **Brainstorming:** What makes a person media literate? All stand around a table with brown paper.

5' **Buzz-groups:** What do you find important about the elements we collected?

10' **Discussion + Summary:** What Age group are we targeting? What kind of people can attend? How to mobilize the community. Where to conduct the trainings.

15' **Feedback:** Notes on details of media usage, but:

1. How was this exercise for you? What felt challenging? What did it give you? What was surprise? What can you learn from this exercise for planning your training? Where does this person need support/lack competencies/need training?

Media and Information Literacy (MIL)

Media and Information Literacy plays an essential role in helping people in using the media. It helps them separate fact from fiction, exercise their right to access information and be active members in information sharing and consumption. Our goal is to empower user to be active and act responsibly in the media world.

Five MIL Competencies



Access Information and Media

- Find accurate information
- Fact check and find original sources, statistics

Analyse information

- Question the content they have consumed
- Why has this angle been taken?

Reflect Understand personal rights
– Understand obligations as a media consumer
– How could a piece of journalism have been done better?

Create content

- Write a post for social media
- Create articles, audio and video

Act on conclusions

Consciously consume media, participate in the media, report fake news, demand transparency

MIL competencies help people to deal with:
Fake news; Propaganda; Cyberbullying; Hate speech