

INTRODUCTION

This course provides essential knowledge and skills on media literacy and critical thinking, required for understanding contemporary media and media content, as well as for understanding, interpreting and creating messages and articles that we receive and send via mass media. It contains **20 lessons** and employs the blended learning method, an approach to education that combines online educational materials and opportunities for interaction online with classical lecture/classroom type of teaching. The participants will be familiarized with and introduced to the key concepts in the field of media and communication, empowered and encouraged to take a critical, active citizen and socially responsible role towards the contemporary media landscape, and trained to produce articles in English of publishable quality. They will learn about the importance and influence of the media, their pervasiveness, the way that the messages are constricted and how they could be deconstructed, decoded and critically assessed in terms of quality, reliability, objectivity etc. and grasp the wider context in which the media function and the discourse they use to address the users/recipients.

The course will cover several larger areas of the media universe, each covering a number of different topics: **Types of Media** - Traditional vs. Social; various meanings of media literacy; 5W + 1H – essential rules of responsible journalism (**Who?**, **What?**, **When?**, **Where?** and **Why?**, plus: **How?**); **Find a Villain** – How to analyse and critically read media messages?; The World in 30 Minutes: **Constructing a TV News Lineup**; Representation and Symbolism in the Media; **Bias in the Media**; Spin Doctors – What is **Media Spinning?**; **"Fake" News** and how to recognize them (CRAP test), **The Power of Media** (a very short history of the mass media, investigative journalism and examples of the most influential cases in history of media – the Watergate scandal, WikiLeaks, Panama papers), several lesson on **style and writing** in English and how to improve your research, writing and publicizing skills. Participants are most welcome to submit their work to [TYM](#).

The aim of this course is to offer an introduction to some basic concepts of media literacy. This means understanding the role and power of the media in today's world, but also understanding how media messages are constructed and, as much as possible, acquiring the skills to make them yourself. In order to get an insight into media literacy, we will cover in more detail **these 6 topics**:

What is Media Literacy?

How to critically read media messages?

The essence of responsible journalism

Basic principles of writing

The elements of style

Youth activism and the media

As you can see, some units are more informative and provide brief theoretical explanation of the basic concepts, while others are more practical and oriented towards expressing yourselves.

