Workshop Title: Questioning Media Content

CODE: ML_L2_WA3_W2
KEY COMPETENCE: Analysing Media Messages
LEVEL 2
WORK AREA 3: Analyzing Media Messages
PARTNER: Rinova
Duration: 4 hours

ANNEXES

Annex 1

What is the message?

For this exercise, the Facilitator can support and facilitate the group's learning by providing a brief example, and engage them in a discussion e.g. "What is the content of the message." Once participants feel confident and well informed to proceed, they should undertake the task with the following questions in mind.

When determining if a media message is authentic or fake it is important to look at the message itself and understand why it is being communicated:

- What is the content of the message?
- Is the same news in multiple places?
- What is the date of the story?
- Is there a slant on the message / is there a bias to the message?
- Is the news fact or is in an opinion?

Annex 2

The Facilitator should create and give a presentation that sets the context for the developing the group's understanding of fake news and the different forms that it might take.

Fake news can take many forms, but there are several broad types:

- Deliberate misinformation: written for profit and then shared on social media among targeted groups of people who want to believe it is true. The intention is for the fake news to spread without readers taking the time to properly verify it.
- False Headlines: a news headline may read one way or state something as fact, but then the body of the article says something different.
- Social Media Sharing: social media's ability to show a large number of news items in a short time means that users might not take the time to research and verify each one.

1. Who created or paid for the message?

2. Who is the target audience?

3. What are the direct messages?

4. What are the indirect messages?

5. What is omitted from the message?

6. Is it fake or genuine?