



## Workshop Title: Media communication in the intercultural domain

CODE: ML\_L2\_WA4\_W2

KEY COMPETENCE: Media Literacy

LEVEL 2

WORK AREA 4: Evaluating Media Communication

PARTNER: Folkuniversitetet

Duration: 4 hours



# ANNEXES

## Annex 1

### Framing example

A tiger attacks a girl and a man saves the girl by killing the tiger. Here, media shows the man as brave until he is known to be an immigrant.

After that, the media tells that the tiger was playing with the girl when the immigrant attacked it and killed an innocent tiger.

Media can twist the story any way to set propaganda and make people believe in their own version of the story

Modified from: Shraddha Bajracharya, "Framing Theory," in *Businessstopia*, January 6, 2018, <https://www.businessstopia.net/mass-communication/framing-theory>

## Annex 2

### 7 types of disinformation



#### Satire/ Parody

Not created with the intent of causing harm, but can still fool readers.



#### False Connection

When headlines, visuals or captions don't support the connection.



#### Misleading Content

Misleading use of information to frame an issue or individual.



#### False Context

When genuine information is shared with false contextual information.



#### Imposter Content

When genuine sources are impersonated.



#### Manipulated Content

When real information or images are manipulated to deceive.



#### Fabricated Content

News that is false and created with the intent to deceive and do harm.

Source: "Journalism, 'Fake News' & Disinformation." UNESCO. 2018, [unesdoc.unesco.org/ark:/48223/pf0000265552](https://unesdoc.unesco.org/ark:/48223/pf0000265552).

## Annex 3

### Agenda setting

Agenda-setting is the “ability (of the news media) to influence the importance placed on the topics of the public agenda

Agenda setting theory assumptions:

1. the press and the media do not reflect reality; they filter and shape it;
2. media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues

Types of agenda setting:

Public agenda setting: when the public determines the agenda for which stories are considered important

Media agenda setting: when the media determines the agenda for which stories are considered important

Policy agenda setting: when both the public and media agendas influence the decisions of public policy makers

Sources:

*McCombs, M; Reynolds, A (2002). "News influence on our pictures of the world". Media Effects: Advances in Theory and Research*

*Dearing, J; Rogers, E (1988). "Agenda-setting research: Where has it been, where is it going?". Communication Yearbook. 11: 555–594*

## Annex 4

### Questions for consideration

- What are the right wing political parties in the country you're living in?
- Discuss and compare how Swedish Democrats and the political parties in your country set media agenda in the country
- What type of agenda setting the actions of Swedish Democrats represent? Does the negative attitude towards immigrants come from public, media, or policy-makers?
- Discuss the role of different media channels in setting agenda regarding immigrants
- Think how you or someone else from your community could influence the media landscape through community media to combat misleading agenda regarding immigrants