



Media text analysis



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Media literacy

Media literacy is an ability to reach, analyze, and critically evaluate texts, sounds and images that we face every day.

In case of social networks, special attention should be given not only to newspaper news but also to Facebook and Instagram.



Features of online text

- Most often we only see **the photo and the title** of the article - it encourages us to read the article and read its content.
- **Long expiry date** of a text - the possibility to find the text even several years later.
- Characterized by **dialogue** - encourages discussion and evaluation.
- **Dynamism** - the ability to edit text in real time, provide additional information.



Header (title): in the form of a declarative sentence, summarizes the message.

Stratfor WORLDVIEW™

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The Baltic Nations Look Abroad and See Problems

On Geopolit
Oct 4, 2018 | 09:00 GMT | 9 mins read

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SEAS INITIATIVE SUMMIT
BUCHAREST 17-18.09.2018

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Author's name and surname: its place emphasizes that the editors treat the message as important and take full responsibility for it.

Photo caption: fulfils the informational function.

The Big Picture

The Baltic nations of Estonia, Latvia and Lithuania are enjoying unprecedented prosperity and a vibrant democracy, 25 years after gaining independence from the Soviet Union. But they are also concerned about how Russia's growing assertiveness, as well as friction between Moscow and the West, could affect their security.

[See EU: Regional Blocs](#)

Link to other articles on the same topic.

Uniform background: graphic highlighting of the text by placing a tinted layer under it.

PRINT
LINKEDIN
TWITTER
FACEBOOK
MAIL

Highlights

- *Membership in the European Union and NATO will remain the cornerstone of Lithuania's, Latvia's and Estonia's foreign policy strategies.*
- *Friction in the Atlantic alliance, as well as political fragmentation in Europe, will continue to pose a threat to the Baltic states, because these countries depend on their international alliances for their security.*
- *While NATO membership is an important factor deterring a formal invasion, the Baltic countries will remain under threat from other forms of aggression, including cyberattacks and disinformation campaigns.*

As Stratfor's Senior Europe Analyst, Adriano Bosoni focuses on political, social and economic issues pertaining to the European Union and the eurozone.

Highlights are a short collection of bullet points that convey the core findings and provide readers with a quick textual overview of the article.

15 min

The Three Seas Initiative

The Three Seas Initiative (3SI) is a forum for countries in Central and Eastern Europe that share a common interest in political and economic cooperation, particularly to develop energy and transportation infrastructure in the region. The 3SI held its first summit in Croatia in 2016.



The **map** serves an informational function, which allows the reader to *identify a geographical area of the events*.

Defense Spending by NATO Countries as a Percentage of GDP, 2017

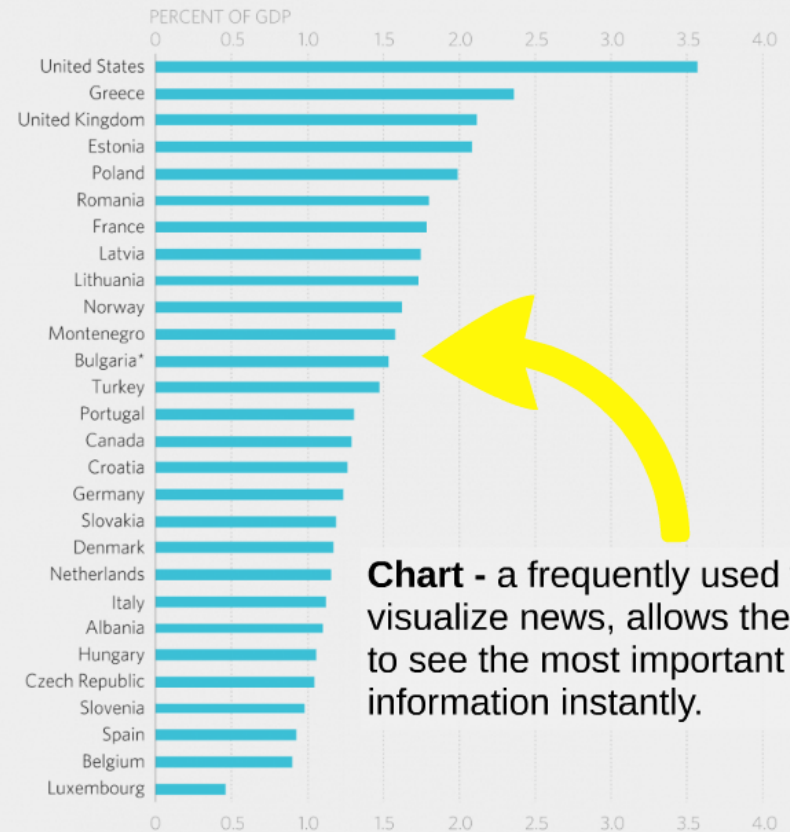


Chart - a frequently used way to visualize news, allows the reader to see the most important information instantly.

*Bulgaria's figures do not include pensions.
Source: NATO

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In addition, Germany's foreign policy is ambiguous when it comes to Russia. While Berlin has spearheaded economic and political sanctions against Moscow due to the conflict in Ukraine, it has also defended the [controversial Nord Stream 2 pipeline project](#), which would transport Russian natural gas to Germany across the Baltic Sea – thereby bypassing Ukraine as a transit state. German officials insist that Nord Stream 2 is a purely economic project, but history has taught the Baltic countries to be skeptical of pacts between Berlin and Moscow.

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Lead summarizes the events. It is mainly a sentence taken from the text.

Subheadings: they are informative, refer to the content included in individual parts.

Threats on the Doorstep

When listening to government officials, academics, business leaders and think tank experts from the Baltic countries, one common theme rapidly emerges: Russia is still widely seen as a threat. This fear is the result of history and geography, because Lithuania, Latvia and Estonia are small, flat and easy to invade. Their position by the Baltic Sea, and their strategic location at the crossroads of the European, Nordic and Russian markets have made these lands an attractive place for invaders, which explains why they have spent so many centuries under foreign rule. Regional powers such as Germany and Sweden invaded the region in the past, but the freshest memories obviously stem from the Soviet occupation after World War II.

 **Connected Content**

Regions & Countries [Estonia](#) [Latvia](#) [Lithuania](#)

Themes [The Fight for Russia's Borderlands](#)

Topics [EU: Regional Blocs](#) [Divided EU Foreign Policies](#)

Companies [Nord Stream](#)

Links to other sections related to the article.



bbcnews • Follow
New Quay

bbcnews Once in a blue moon, you find a creature this special! ❤️ This iridescent blue lobster 🦞 was found in Cardigan Bay, Wales. Experts say the chances of a lobster being blue are one in two million. And don't worry, the people who caught it threw it back into the sea after taking these eye-catching photos. Tap the link in our bio for more pictures of these rare animals. Photo: Tim Harrison/ Epic Fishing Trips #blue lobster #lobster #fishing #rareanimals #BBCNews @epicfishingtrips

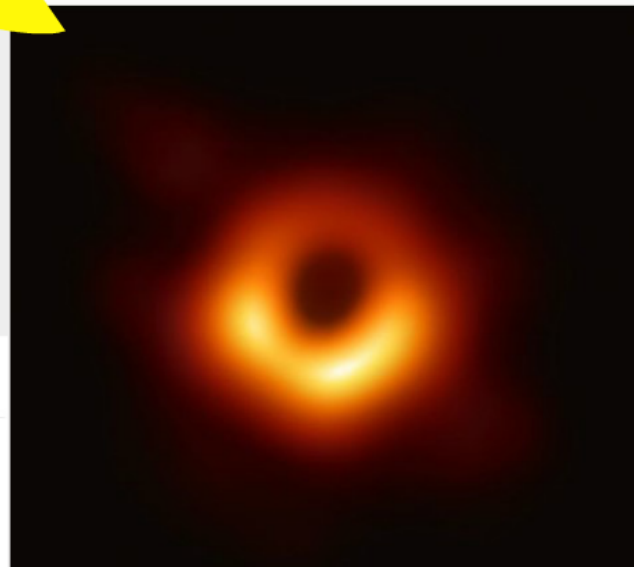
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laurabennett_1 @adamnoble_ keira_e91 @daelo87 keep your eyes peeled!

megmo39 @chinicole ayanmoulik1 @sue_17

49,602 likes
4 HOURS AGO

Hashtags - word combinations used to identify messages on a specific topic and a link to them.



bbcnews • Follow

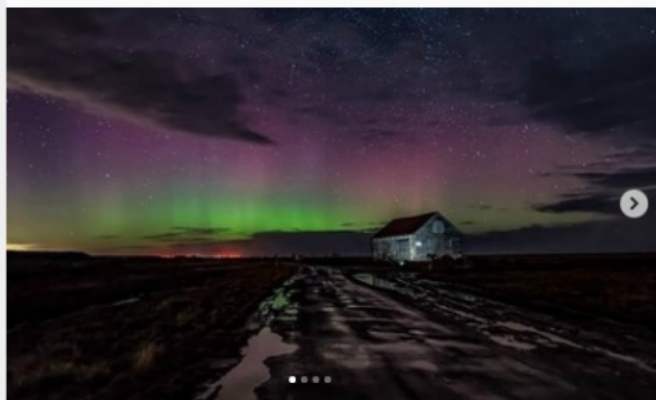
bbcnews This is the first time you, us and the rest of the planet has ever seen a photo of a black hole. The picture was unveiled by a global partnership of scientists who successfully captured on camera a black hole three million times the size of the earth in galaxy M87. Click the link in our bio to find out more about this amazing breakthrough. 📷: EHT Collaboration

Load more comments

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150,842 likes
3 DAYS AGO

Dialogue: opinions and discussions of readers.



bbcnews • Follow
Thornham, Norfolk

bbcnews Where is this magical land? 🌌📷

These beautiful scenes were captured by Gary Pearson @scene_by_me on Thornham Staithe in Norfolk, UK. A cleaning contractor by day, but photography extraordinaire by twilight or sunrise. Gary said he became "obsessed" with this coastal spot and has spent more than 10 years capturing it in its many lights. It's easy to see why it's officially recognised as an Area of Outstanding Natural Beauty.

5

Placing **news** taken on the spot.



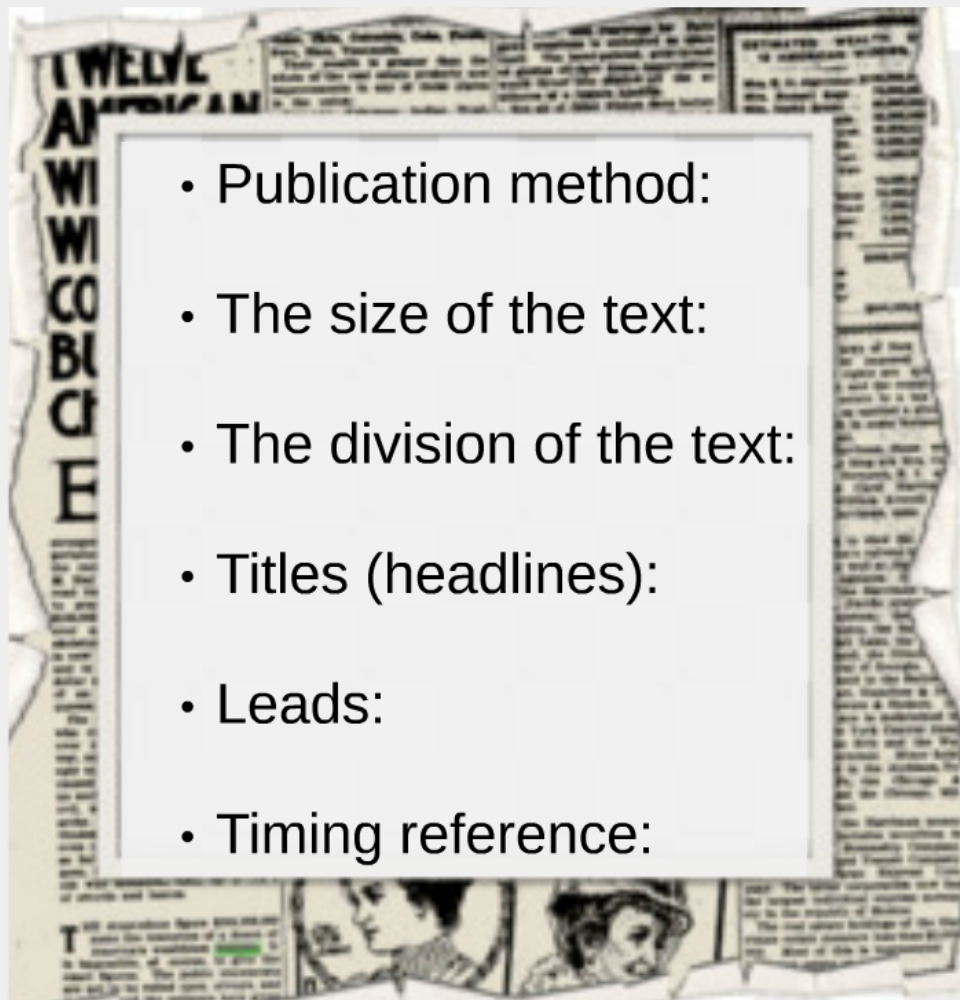
Tasks/Reflection

- Compare the information provided on the website and on the Instagram. Are there any similarities? What do you use to catch up on the latest news?
- Does the news appearing on the web look the same? Why?

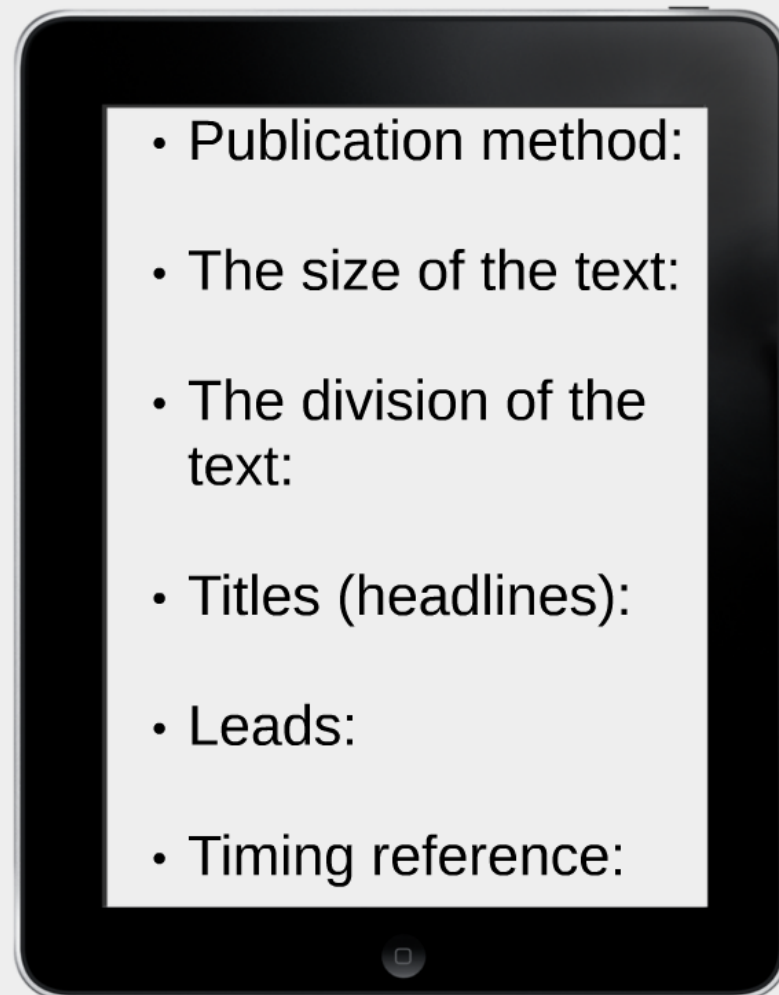


Look at the articles in the press and on the web, then compare them and fill in the table.

Press text



Online text



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List of illustrations

- https://www.google.lt/search?sa=G&hl=lt&q=instagram+logo+transparent+background&tbm=isch&tbs=simg:CAQSkwEJaGpGiO5raokahwELEKjU2AQaAAwLELCMpwgaYgpgCAMSKLUCtgKdCrMd-Ai0AuAB4QH3A-sGozSQNOY23TbBPbsn_1zPoNpo9pDQaMliRbkx2B3r3tYVOj0ltm0rJT_1xlpFkGGftADwZvp_1dPWifuvQS9-ikrSfBnSS0qRiAEDAsQjq7-CBoKCgglARIEBXMwNQw&ved=0ahUKEwjXoZGN_sjiAhXQ0KQKHUGECpYQwg4IKygA&biw=1366&bih=657
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MEDIA LAB FOR BRIDGING CROSS BORDER GAPS



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