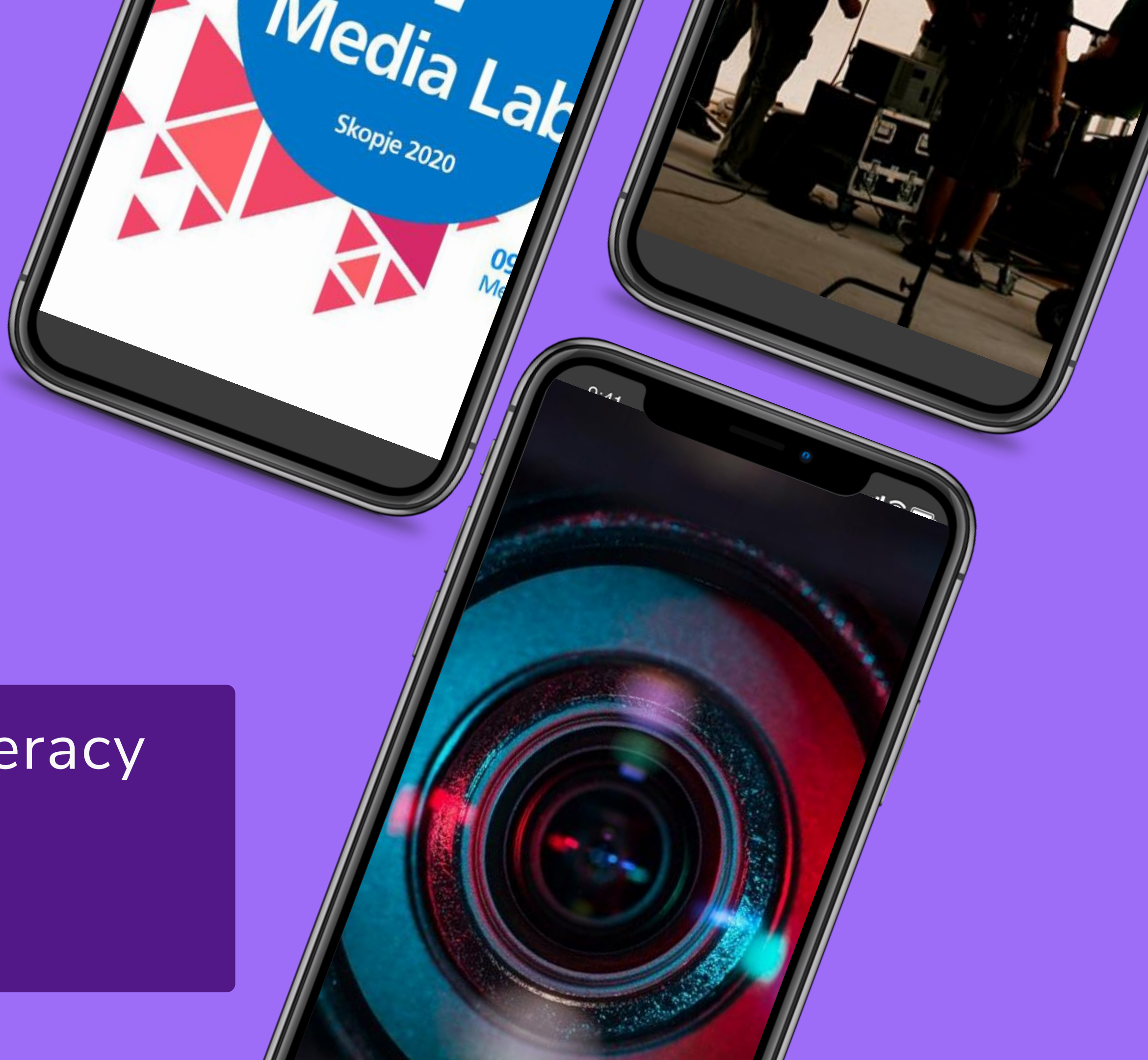


Media

Literacy

How to make Media Literacy
Education fun and
"shareable"



THREE MAIN THINGS TO KEEP IN MIND

Talk about examples,
rather than definitions.

The campaigns need to be
made fun.

Use local channels to deliver
a global message.

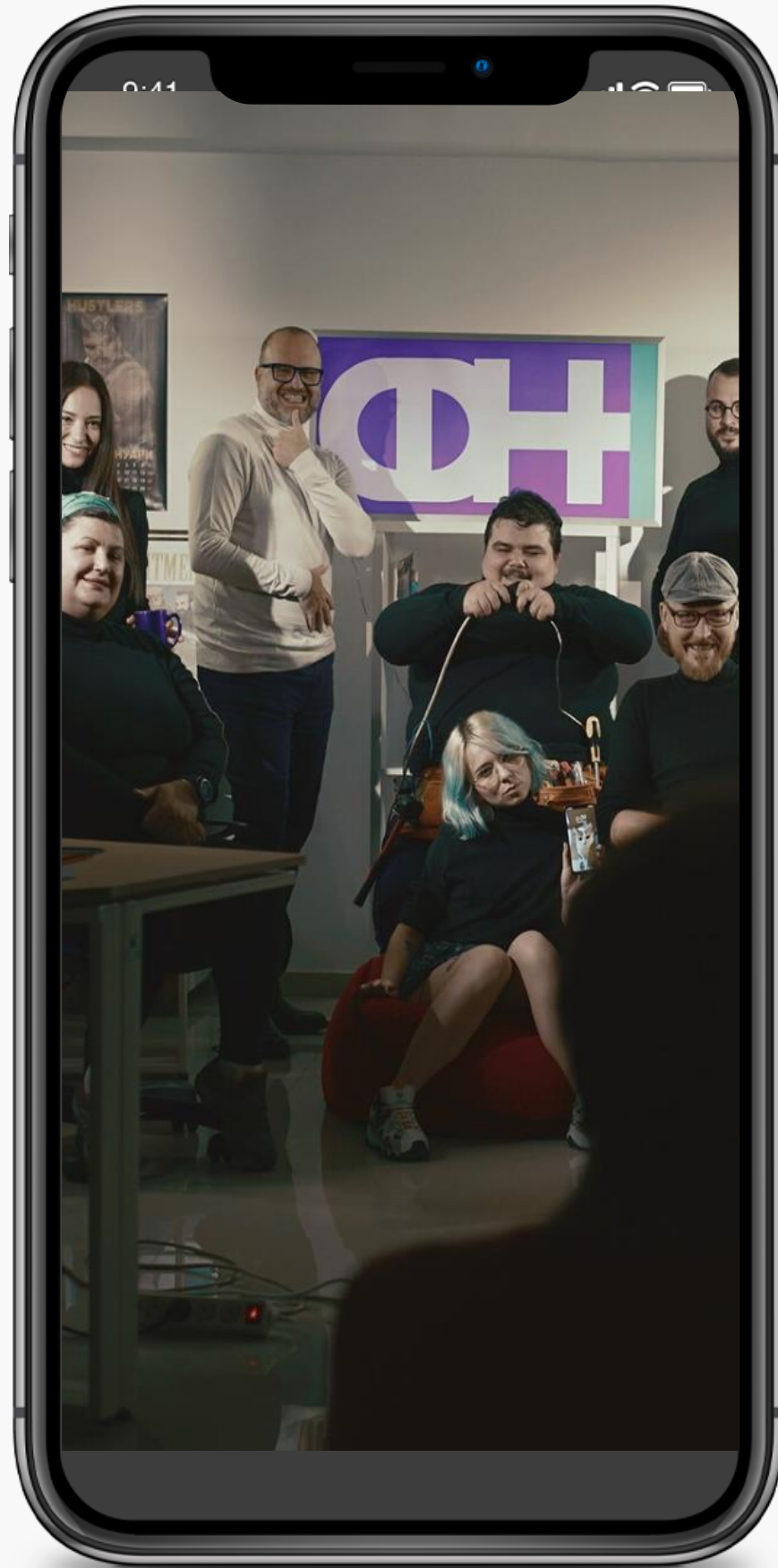
Talk about examples,
rather than definitions.

Examples of Fake News

Generators:
Break your own news

Grover - <https://grover.allenai.org/>

**Beata's and Latvia's examples
during the Training**



~~Media Literacy~~ campaign "dialogue placement"

The Prince Scam: Internet security awareness

The "Doctor": Not everything is what it
seems

The Western Movie: "Shout out" to unbribable
professional journalism



Facebook
audiences:
24-34 years
50/50 male/female

Over 600 000
page reach in
Season 5

Use local channels to
deliver a global message

Videos from Media Lab and voting

**All of the videos did best in
their representative countries**

VILNIUS, LITHUANIA



IN MY OPINION
THIS ONE IN THE CORNER IS THE REAL



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That's all folks!

**...unless you have some
QUESTIONS for me**

