"Report Racism"

WORKSHOP

Module 4: Media Literacy

Duration: 4 hours

Important Information on the Module

Module Title	Media Literacy
Aim	To improve the participants' media literacy skills, providing them with an understanding of the role of the media in the anti-migrant discourse as well as the technologies employed for that (framing, agenda setting, fake news, and intentional misinformation).
Name of Trainer	
Learning Outcomes *At the end of the workshop, the participants will be able to:*	• Reflect on media power and describe how media can influence opinions and perceptions of different groups and form their judgements. • Evaluate the relevance, credibility, and purpose of the media sources and a concrete message, recognising whether it contains framing, agenda setting, or intentional misinformation. • Examine the general media landscape and any given piece of information concerning migrants for political intentions. • Appraise and argue the impact of how people with foreign background are represented in mainstream media.

Media Literacy

"Media Literacy" is a 21st century skill. It comprises a framework to access, analyse, evaluate, create, and participate with messages in a variety of forms — from print to video and the Internet. "Media literacy" builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for the citizens of a democracy.[1]

Media Literacy

- Identify the role of media in our society.
- Learn to think critically.
- Become a smart consumer of information.
- Recognise different points of view.
- Understand the authors' goals.
- Create media responsibly.[2]

Media Literacy

In the Digital Information Age, news and information are shared more rapidly on digital medias than ever before and the ability to discern true information from false information has become highly important and at the same time very difficult.
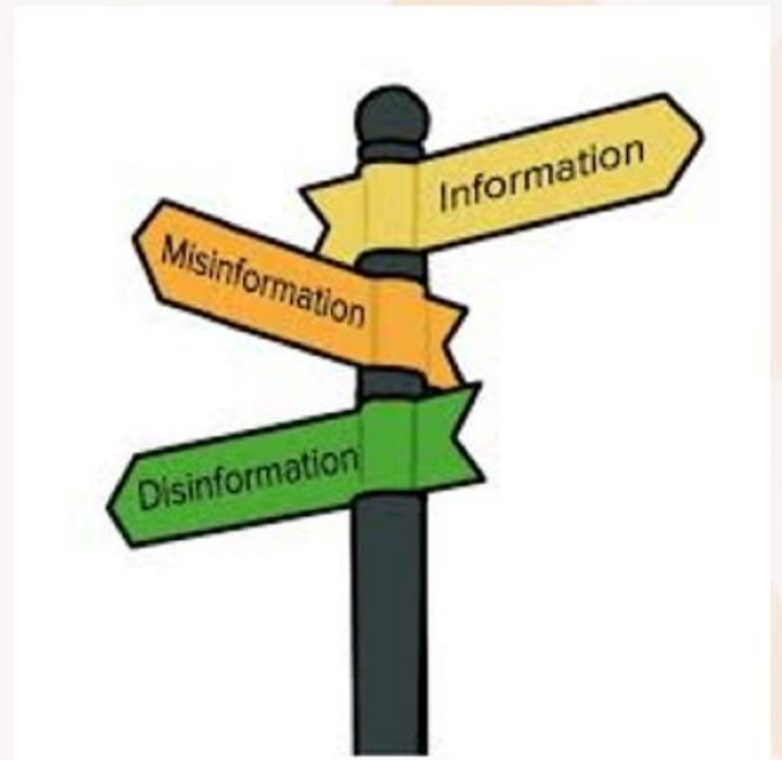
Topics

- Media and their Power.

- Agenda-Setting.

- Fake News.

Media and their Power

Mass Media

Mass media refers to a diverse array of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets.

The Power of Mass Media

Mass media effect individual or audience thoughts, attitudes and behaviour.

Mass media are known as one of the most significant forces in modern culture.

The Power of Mass Media

Mass media have an effect on many aspects of the human life, such as:

- voting in a certain way;
- individual views and beliefs; or
- even false information that can skew a person's knowledge on a specific topic.

Magic Bullet Theory

Magic Bullet Theory:

The audience is the target of an injection or bullet of information fired from the pistol of mass media and is unable to avoid or resist the injection or bullet.[3]

Narratives

Narrative:

A way of representing events, facts, and experiences under a certain light, which gives a specific meaning to them, e.g. linked to particular ideologies, identities, or assumptions.

Framing Theory

Framing:

A misleading use of information to frame issues in a certain way.[4]

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".[5]

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Questions

- Discuss the role of different media channels in forming the public opinion.

- Discuss how and why people with foreign background can be framed by media.

- Remember from your own experience if you have been personally victimised by certain media and in what way.

- Elaborate on how you or someone else from your community could influence the media landscape through community media.

Agenda-Setting

Agenda-Setting:

The "ability (of the news media) to influence the importance placed on the topics of the public agenda".[6]

Agenda-Setting Theory Assumptions[7]:

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[7]

1. **Public Agenda-Setting:** when the public determines the agenda for which stories are considered important.

2. **Media Agenda-setting:** when the media determines the agenda for which stories are considered important.

3. **Policy agenda-setting:** when both the public and media's agendas influence the decisions of public policy makers.

ACTIVITY 2
Understanding Agenda-Setting
Creating a Mind Map

Questions

- What are the right-wing political parties in the country you are living?

- Discuss end explain how e.g. Swedish Democrats (and/or political parties in your country) set the media agenda in the country.

- What type of agenda-setting e.g. the actions of Swedish Democrats represent? Does the negative attitude towards immigrants come from the public, media, or policy makers?

- Discuss the role of different media channels in setting the agenda regarding immigrants.

- Think how you or someone else from your community could influence the media landscape through community media, in order to combat misleading agenda regarding immigrants.

Fake News

Fake news is false information that appears to be news, but which has been created deliberately with the intention to mislead its readers.

Example:

This fabricated information claims that a man who won the lottery was arrested for dumping $ 200,000 of manure on his former boss' property. The story is from The World News Daily Report, whose motto is "Where facts don't matter". According to BuzzFeedNews.com, it generated about 2.3 million reactions, shares, and comments on Facebook in 2018.

Source: https://www.buzzfeednews.com/article/craigsilverman/facebook-fake-news-hits-2018, https://worldnewsdailyreport.com/lottery-winner-arrested-for-dumping-200000-of-manure-on-ex-boss-lawn/

(Accessed: 3/7/ 2019)

The Intentions and Motivations behind Fake News

We also need to think about who is creating these different types of content… and why it is being created.

- Propaganda.
- Monetary Gain.
- Political.
- Personal Fame.
- Defamation of Individuals.
- Fun/Comedy.

What is an intention?

7 Types of Fake News[8]

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.

1. Satire.
2. False Connection.
3. Misleading Content.
4. False Context.
5. Imposter Content.
6. Manipulated Content.
7. Fabricated Content.

ACTIVITY 3
Detecting Fake News
Finding and Ranking Fake News

Discussion

- So, how do you understand the term "fake news"?
- Have you ever been fooled by disinformation?
  - Of what kind?
  - From where did you receive the information?
  - How and why this happened?

Fake News' Game

Learn how fake news are created at:

https://getbadnews.com.[9]

Review Questions

- How can media influence opinions of different groups and form their judgements?

- Can you explain the agenda-setting theory and list the 3 types of agenda-setting?

- What is "fake news"? Name some types of fake news that you remember and give an example.

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- Mass media effects individual or audience thoughts, attitudes and behaviour.

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

- Fake news is a form of news consisting of deliberate disinformation or hoaxes spread via traditional news media (print and broadcast) or online social media.

Key Points

Bibliography

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[2]. "What Is Media Literacy, and Why Is It Important?" *Common Sense Media: Ratings, Reviews, and Advice*, www.commonsensemedia.org/news-and-media-literacy/what-is-media-literacy-and-why-is-it-important.

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[4]. "The Handbook of Journalism Studies ." *Karin Wahl-Jorgensen and Thomas Hanitzsch*, New York: the Taylor & Francis e-Library, 2008., centreforjournalism.co.uk/sites/default/files/richardpendry/Handbook%20of%20Journalism%20Studies.pdf.

[5]. Bajracharya, Shraddha. "Framing Theory." *Businesstopia*, 15 Feb. 2018, www.businesstopia.net/mass-communication/framing-theory.

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

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Well done!
You have completed this Module!

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