



# MEDIA LITERACY & JOURNALISM WORKSHOP

Author: Philipp Kaindl - [philipp@ourcommonfuture.org](mailto:philipp@ourcommonfuture.org)

## ABSTRACT

This workshop aims to increase participants' awareness of how journalism and the media work and how they process and relay information. The core of the workshop is a presentation of various examples of media reports illustrating the full spectrum of journalism: from fair, balanced and well researched to quite the opposite. The catchword "fake news" has received a lot of attention in recent years and while the workshop will look at some examples of fake news, it also discusses several of the other pitfalls of journalism and reporting, including less intentional errors such as those caused by lack of time, money or trustworthy sources. Participants will learn to question and critically analyse media reports, spot red flags, and discover resources and tricks for double checking information. After the workshop, participants should feel greater confidence in consuming and checking media reports.

## OBJECTIVES

- understand what good journalism should look like,
- ...and what the real-life limitations are.
- identify bias and framing in text, photos and graphs;
- learn to ask the right questions and how to double check information and sources.

## TOOLS & DURATION

The presentation is structured to a large extent around a Powerpoint / Keynote presentation of journalistic texts, photos and graphs that should be discussed together in the group of participants. Given the focus of the presentation on English and German examples, participants are encouraged to contribute examples from their own countries and in their own language. The minimum time requirement is 2 hours, but the workshop can be expanded (to 4 hours or more) to make it more interactive and include e.g. discussion of examples from participants' countries in small groups and/or in-depth analysis and comparison of a current media topic and how it is portrayed across various media outlets and types of media, ranging from classical media channels (newspapers, magazines, TV) to newer ones (short videos, social media).

## PARTICIPANTS

The workshop is geared towards almost everyone, starting at the age of 16. Depending on the savviness of participants, there can be more in-depth discussion on some examples rather than others.

## NOTE TO THE PRESENTER

The presentation is a suggested walkthrough and has proven to be useful for approaching and discussing the subject at previous workshops. Nevertheless, the presenter should feel free to rearrange or delete slides and/or add other slides or examples if they want to expand on or focus on other aspects of media literacy.



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