

AGENDA

MEDIA LITERACY FOR DEMOCRACY

RECLAIM Skills Lab

17 - 21 March 2025
Fondation Universitaire, Brussels



Funded by
the European Union



RECLAIM
Reclaiming Liberal Democracy
in the Postfactual Age



TEPSA
trans-
european
policy
studies
association



Meet the Coordinator:

Dr Ricardo Castellini da Silva

Media Literacy Educator and former Media Literacy Coordinator for the Irish hub of the European Digital Media Observatory



Pedagogical framework:



The RECLAIM Skills Lab adopts a project-based approach, featuring hands-on activities, collaborative discussions, and practical solutions, using real-world examples.

Learning objectives:



Understanding how misinformation and populist narratives can shape public opinion and influence democratic processes.



Use practical skills to identify, analyse, and counter manipulated information, conspiracy theories and biased media content.



Critically analyse the role of journalism and media regulation in safeguarding liberal democracy.



Develop media literacy strategies to address the challenges of the digital age.



Evaluate the ethical responsibilities of media producers and consumers in fostering an informed and democratic society.

Monday 17 March

Setting the stage for media literacy

13:30 - 14:00 **TEPSA's introduction**
Eva Ribera, Project Manager

14:00 - 15:00 **Academic coordinator and participants' introduction**

This session will introduce the programme's goals, structure, and expectations to familiarise participants with what will be discussed in the coming days.

15:00 - 15:30 **Coffee Break**

15:30 - 17:00 **Lecture: What is media literacy for?**

In this session, participants will learn about the crucial role that media literacy plays in today's fast-changing information landscape, reflecting on the core purpose of media literacy and its importance in empowering individuals to critically engage with media, navigate misinformation, and make informed decisions.

17:15 - 18:00 **Reflections and discussions**

18:30 - 20:30 **Welcoming drinks**
Ultime Atome, Ixelles

Tuesday 18 March

Media literacy in the context of disinformation, populism, and post-truth politics (1)

09:30 - 10:00 **Introduction**

10:00 - 11:00 **From theory to practice I: Exploring information disorder**

Participants will investigate the issues surrounding information disorder and misinformation in the new media landscape.

11:00 - 11:30 **Coffee Break**

11:30 - 12:30 **Lecture: Understanding misinformation through media literacy**

This session will help participants understand how media literacy has the potential to equip individuals with the knowledge, skills and practices to critically evaluate information and navigate the complexities of the modern media landscape.

12:30 - 13:00 **From theory to practice II: How misinformation can shape election (planning)**

Case Study: The US elections and the many faces of disinformation

Using the American election as a case study, participants will be divided into groups and will be given media literacy topics to work on in the afternoon. They will use this time to familiarise with the topics and plan their next activity.

13:00 - 14:00 **Lunch Break**

Tuesday 18 March

Media literacy in the context of disinformation, populism, and post-truth politics (2)

- 14:00 - 15:30 **Meeting with the European Commission: How misinformation undermines institutions and the role of the Digital Services Act**
Luboš Kukliš, Digital Services Act Enforcement Team Member
- 15:30 - 16:00 **Coffee Break**
- 16:00 - 18:00 **From theory to practice II: How misinformation can shape election (creating)**

Case Study: The US elections and the many faces of disinformation

In this session, participants will be guided by the coordinator to critically examine media literacy topics in the context of the American election. They will analyse how the media landscape and the digital ecosystem influenced public opinion and democratic processes during the election period.

Wednesday 19 March

Data, information, and algorithms: How to navigate the digital media landscape (1)

09:30 - 10:00 **Introduction**

10:00 - 11:00 **From theory to practice III: The challenges posed by the attention economy in the digital media landscape**

Participants will investigate how the ways we consume and interact with media are influenced by the huge amount of online information and the decisions made by algorithmic systems. They will discuss the challenges involved in the uses personal data, the assessment of persuasion strategies, the analysis of digital media design and affordances, and the understanding of how algorithms can shape perceptions and amplify misinformation.

11:00 - 11:30 **Coffee Break**

11:30 - 13:00 **Lecture: Media Literacy in the Digital Age**

This lecture will focus on how media literacy offers the tools and skills to critically understand and analyse the digital media sphere in all its complexities.

13:00 - 14:00 **Lunch Break**

Wednesday 19 March

Data, information, and algorithms: How to navigate the digital media landscape (2)

14:00 - 15:15

Meeting with EDMO Belux: Balancing act: The role of tech platforms in media moderation

Trisha Meyer, Associate Professor in Digital Governance and Participation, Vrije Universiteit Brussel

15:15 - 15:45

Coffee Break

15:45 - 17:00

Meeting with the European Federation of Journalists: Journalism in the age of data and algorithms

Renate Schroeder, Director

17:15 - 18:00

Reflections and discussions

Thursday 20 March

Who should we trust? Journalism, digital platforms, and the curation of trust

9:30 - 10:30

Lecture: Analysing bias, trust, and the role of media in shaping narratives

This lecture will focus on improving participants' understanding of the assessment of information sources, the role of personal and institutional biases in interpreting/shaping narratives, the role of journalists as 'curators of information', and the impact of digital platforms on trust and credibility.

10:30 - 11:00

Coffee Break

11:00 - 12:30

Meeting with Lie Detectors: The role of journalism in shaping media literacy and public trust

Christian Spahr, Managing Director

12:30 - 13:30

Lunch Break

13:45 - 15:30

From theory to practice IV: Fact-checking and analysing media messages

Participants will be divided into groups and given some media messages in different modes of communication (text, image, video etc.). They will analyse the content and fact-check the information provided, and then present their findings to the rest of the group.

16:00 - 17:30

Visit at the European External Action Service Countering Foreign Information Manipulation and Interference

Fulvia Melin, Policy Officer, Information Integrity and Countering Foreign Information Manipulation and Interference Division

Friday 21 March

Media literacy as civic empowerment

09:30 - 11:00 **Lecture: Critical thinking for democracy: Harnessing the power of media literacy**

In this concluding lecture, we will explore why media literacy is a powerful tool for civic empowerment, providing individuals with the critical thinking skills they need to navigate the complexities of the media landscape, actively participate in democratic processes, advocate for their rights, and hold institutions accountable.

11:00 - 11:30 **Coffee Break**

11:30 - 12:15 **Reflections and key takeaways**

12:15 - 13:00 **Certificate Ceremony**

13:00 **Lunch Break** (provided)

About RECLAIM

RECLAIM (Reclaiming Liberal Democracy in the Post-Factual Age) is a Horizon Europe project on Reclaiming Liberal Democracy in a Post-Truth era. In recent years there has been a rise in what the experts call “post truth politics”, which manipulates facts and emotions. The project tries to understand how this phenomenon is affecting the future of democracy in Europe, and more importantly, what we can do about it.



About TEPESA

The Trans European Policy Studies Association (TEPSA) was established in 1974 as the first transnational research network in the field of EU affairs. It comprises leading research institutes throughout Europe, with an office in Brussels. Its aim is to provide high-quality research on European integration to stimulate discussion on policies and political options for Europe. This is achieved by the interaction between the European and national institutions as well as the academic and research community. TEPESA is active on a wide range of research topics, focusing on differentiated integration, the EU's external relations, democratic participation and citizens' engagement.

