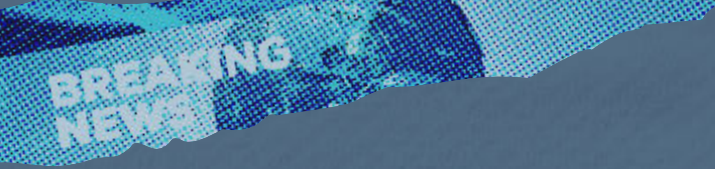


Media Literacy Incubator

DCU St Pat's Drumcondra, **Dublin**

30 July 2026, 09:30-16:30

agenda



Media Literacy Incubator – Dublin



09:00 – 09:30

Registration & Tea/Coffee



09:30 – 09:45

Welcome & Introductions

Dr Eileen Culloty, Dublin City University will provide a brief introduction to the project and facilitate a tour de table.



09:45 – 10:30

Transnational Disinformation

Dr Eileen Culloty, Dublin City University, will present a framework for understanding disinformation and how it manifests as a transnational phenomenon in many countries including Ireland.



10:30 – 11:15

Media Literacy & Grassroots Responses

Martina Chapman, Media Literacy Ireland, will demonstrate how media literacy is emerging as a grassroots response to disinformation across many different sectors in Ireland and across Europe.



11:15 – 12:00

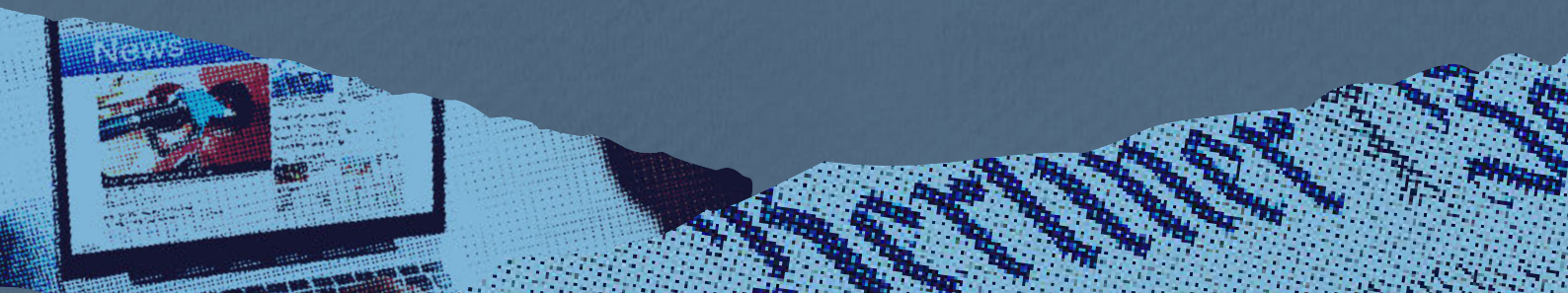
Tea/Coffee Break

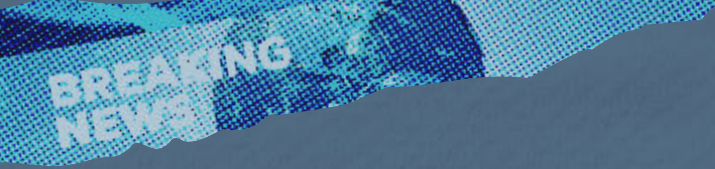


12:00 – 12:30

Regulatory Contexts

Emily Lynch, Coimisiún na Meán (CnaM), will provide insight into the work of regulators at Irish and EU levels to promote media literacy and public awareness of online rights and reporting mechanisms.





Media Literacy Incubator – Dublin



12:30 – 13:30

Lunch



13:30 – 14:30

Media Literacy Workshop Part 1

Dr Ricardo Castellini, media literacy educator, will provide training on the basics of media literacy and how to deliver it, drawing on the EDMO-Ireland ‘workshop-in-a-box’ model developed for Media Literacy Ireland.



14:30 – 14:45

Tea/Coffee Break



14:45 – 16:00

Media Literacy Workshop Part 2

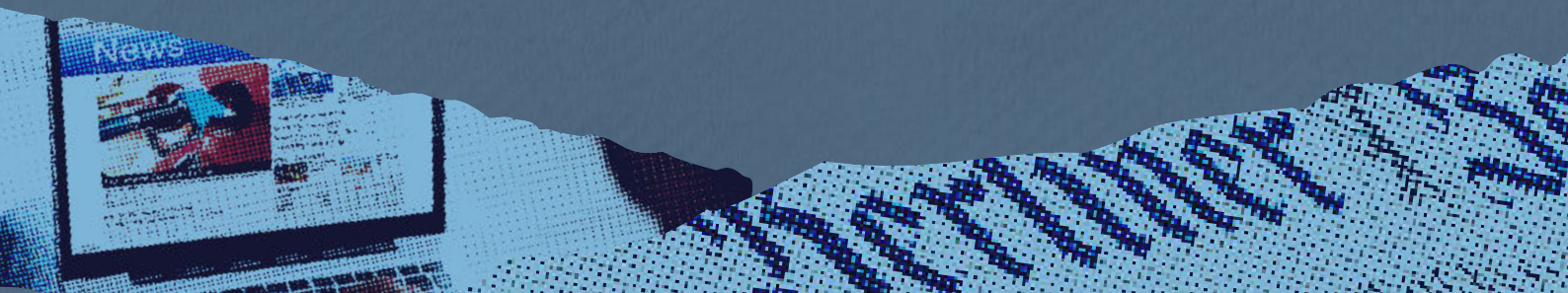
Dr Castellini will provide guidance for participants to practice and test their own skills in developing and delivering media literacy and to identify any factors or circumstances that may limit or enable media literacy in their own sectors/areas of expertise.



16:00 – 16:30

Wrap-Up

Dr Eileen Culloty will conclude events by providing further information about opportunities arising from the project and useful resources from Irish and EU partners across the EDMO network.



About ChangingTIDE

ChangingTIDE aims to address the democratic threat of disinformation by combining awareness-raising, media literacy education, youth empowerment and participatory dialogue. The project equips participants with the skills necessary to critically analyse and evaluate media while fostering inclusive exchanges between citizens, experts and policy-makers on disinformation challenges.

ChangingTIDE places a strong emphasis on youth empowerment, supporting young people to develop critical thinking, media literacy and civic engagement, and enabling them to act as multipliers within their communities. Through training, peer learning and participatory formats, the project seeks to build long-term democratic resilience and social cohesion, while addressing the different ways in which disinformation manifests across national and local contexts in the EU.

About DCU FuJo

The Institute for Media, Democracy, and Society at Dublin City University (DCU FuJo) is a multidisciplinary institute focused on the digital transformation of media, democracy, and society. We investigate how to counter digital challenges including information manipulation, AI, and digital governance; how to enhance public participation through democratic innovations; and how to secure the future of high-quality journalism and media.

We work closely with national and international partners across the academic, industry, NGO, and policy sectors. Our researchers participate in multiple EU-funded projects as coordinators and partners across MSCA Actions, Erasmus+, and Horizon Europe. DCU FuJo coordinates the Ireland hub of the European Digital Media Observatory (EDMO).