

Project 2025-1-BG01-KA121-ADU-000307560, Erasmus +
Sending organisation: Association of Psychologists in Bulgaria



Course 3:

Media & Digital Literacy

Hosting Organisation: Akademie für Politische Bildung und demokratiefördernde Maßnahmen
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Course Introduction

Course focus

- Media & digital literacy as a core competence for adult learners
- Critical thinking in the digital information environment
- Ethical media creation and participation

Learning outcomes

Participants will be able to:

- Analyse media messages critically
- Identify misinformation and media bias
- Design media literacy activities for adults
- Facilitate ethical and participatory media creation

Whats Media & Digital Literacy?



Media literacy: access,
analyze, evaluate,
create



Digital literacy: safe,
responsible, critical use
of digital tools



Why it matters in adult
education:
democracy
social inclusion
lifelong learning

Reflection question

What challenges do adult learners face online today?

Understanding Misinformation & Disinformation

Definitions

- misinformation
- disinformation
- malinformation

Why misinformation spreads

- emotions
- algorithms
- confirmation bias

PracticaAnalysisFakeorReal?

Activity

Analyse real online examples (news, posts, videos)

Use fact-checking criteria:
source
evidence
language
intention

Short discussion:
How would adult learners react to this content?

Algorithms, Echo Chambers & Media Bias

- How platforms personalise content
 - Filter bubbles and echo chambers
 - Hidden influence on opinions and behaviour
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Mini-reflection:
How do algorithms affect our professional
roles?

Media Ethics in Adult Education

Responsibility of educators and trainers

Ethical dilemmas:

manipulation vs persuasion

privacy and consent

representation and inclusion

Case study discussion:

Ethical conflict in a training or community project

Media Creations as a Learning Tool

Podcasts, blogs, videos, social media campaigns

Benefits:

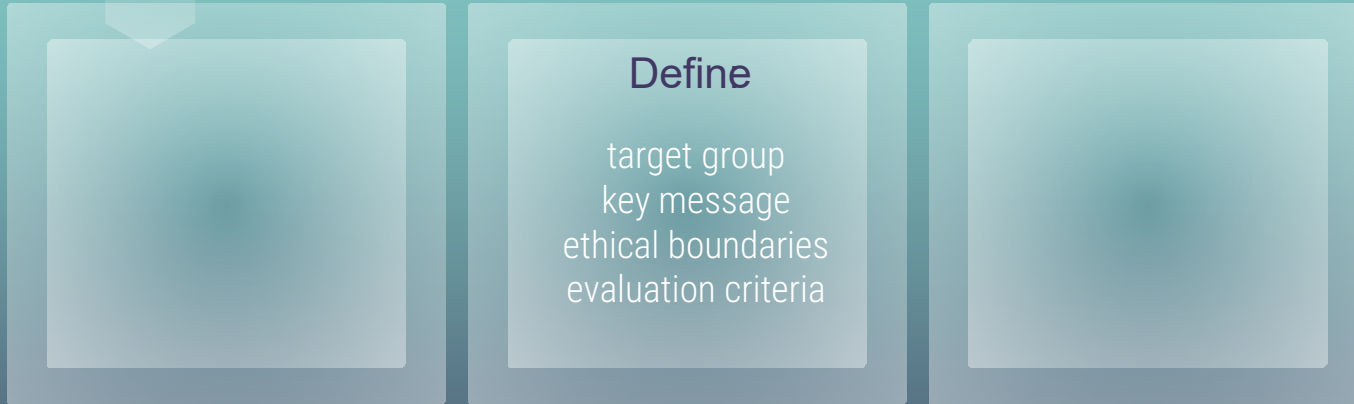
- voice and empowerment
- reflection
- engagement

Task:

Choose a media format suitable for your learners

Designing an Education Media Campaign

Groupwork



ShareModule(4): Digital Art & Media Truth – Ability Enhancement Courses

Group Exploration Task

Explore AEC installations related to:

- digital art
- perception
- truth and manipulation

Guiding questions:

- How do visuals influence trust?
- Where is the line between art and manipulation?

Shared Module (5): Participatory Storytelling AEC

Hands-on Group Activity

Create a shared digital story using AEC tools

Roles:

storyteller

editor

audience

Reflection:

Power of narratives in education

Inclusion and representation

Creating Ethical Media Content with Learners

Individual work

(Practice)

Step-by-step approach:

topic selection

research

ethical check

publication

Safeguarding learners' rights

Checklist activity:

Create an ethical media checklist for your
context

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Planning an Outdoor Media Campaign (Practice)

Planning task:

- Message
- Medium
- Audience
- Impact



Linking media literacy to:

- sustainability
- environment
- public space

Shared Module (9): Media Campaign Nature

Outdoor Group Task

Develop and present a media message focused on sustainability

Use natural setting as part of the narrative

Documentation:

Photos / short videos / slogans

Shared Module 10: Outdoor Exhibition & Wrap Up

Final Group Activity

Exhibition of media products

Peer feedback using reflective questions

Personal takeaways and professional application

Closing question:

How will you strengthen media literacy in your work?