Training Module 1.4

VE & Terrorism and Media Literacy
(assessment and analysis of the coverage of VE & terrorism)

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Training Courses for Albanian journalists/editors and students of journalism: VE & Terrorism and Media Literacy (assessment and analysis of the coverage of VE & terrorism)

Training description:

UNESCO Handbook “Terrorism and Media” stresses that “many of the violent attacks we see playing out today are at least partly conceived with media coverage in mind, targeting not just the actual victims but millions of shocked and shaken spectator across the globe”, thus showing that media somehow fails while covering VE and terrorism. A possible cause of that could be the Media and information illiteracy, which could be tackled by Media and Information Literacy. Media Literacy, emphasizes the inter-relatedness of competencies regarding information broadly and media in particular. These cover human rights literacy; news literacy (including literacy about journalistic standards and ethics); advertising literacy; computer literacy; understanding of the ‘attention economy’; intercultural literacy; privacy literacy, etc. It also includes understanding how communications interact with individual identity and social developments. MIL informs our consumption, production, discovery, evaluation and sharing of information, and our understanding of ourselves and others in the information society.

A media literacy approach, addressing not only media, but also other audiences, increases resistance to radicalization. For this reason, this course/module will focus on VE & terrorism and Media Literacy. Findings from the baseline study reveal that the disinformation continues to be a serious source of concern for journalists in the course of reporting on radicalization, violent extremism and terrorism. One of the main reasons is related to the fact that extremist organizations use fake news as part of their propaganda. Therefore, the more knowledgeable the journalists are on disinformation and the use of fake news by extremist groups, the more protected they will be while performing their tasks. Some of the other main points of concern listed by journalists were hate speech, poor levels of education on media matters, the lack of knowledge of the terminology of the field by journalists, and conspiracies. On the other hand, the students of journalism identify hate speech in the media as a main concern which is undermining reporting on violent extremism and terrorism. According to their answers there are four areas that need intervention and improving, concretely media ethics, journalism school curricula, a better understanding of the topic by journalists, and the independence of journalists.

This three-day training course was designed in response to the needs of journalists and students of journalism and will focus on critical review, data verification, human rights, minorities, migrants and refugees, religions, role of the media in combating hate speech, management of social media; crafting social media messages and counter-narratives; identifying good practices in using the Internet to undermine the appeal of VE & terrorism. Also, the importance of identifying the target audience, crafting effective messages, identifying credible messengers, and using appropriate media to reach vulnerable communities will be discussed. Furthermore, the counter-narratives will include messages of understanding of political and social conditions facing the target audience.
The training methodology will combine three levels of learning, receiving (lecture, audio-visual, reading), participating (discussions, demonstrations, exercises), and learning by doing (immediate practicing, to work under supervision).

**Training Objectives:**

This training will provide participants with knowledge regarding Media Literacy and strengthen their MIL skills related to VE and terrorism coverage. The objectives of the training are:

- To provide participants with knowledge and deepen their understanding of the role of the Media Literacy skills in covering VE & terrorism.
- To develop participants’ evaluation skills of media texts and information resources.
- To enhance participants’ skills in producing appropriate media messages/content while covering VE & terrorism.
- Building participants’ capacity to prevent and combat VE & terrorism and to strengthen their role in this regard.

**Key Learning Points:**

- To understand Media & Information Literacy and its impact in quality journalism
- To be aware of Media & Information Literacy as a fundamental tool in improving critical thinking and analysis among the citizens
- To understand the media messages and how it affects audience behaviour and perceptions regarding VE and terrorism
- To be aware of the importance of using critical thinking skills while creating and consuming information related to VE and terrorism
- To create and effectively communicate with digital media tools while covering VE and terrorism

**Training attendance criteria:**

This training is dedicated to a specific number of participants (15) who are currently working as journalists in main media outlets (written, electronic, online) as well as students of journalism who are in the third year of BA studies in university.

Participants should attend three training days in order to grasp the content fully and gain skills on the topics addressed.

**Training Methodology/Resources/Necessary Tools:**

The training is designed so that the concepts covered in the sessions are reviewed during the training through a combination of lectures, discussions and case studies. Participants’ ability to learn during this training will depend upon their understanding of the texts and readings, as well as an open and active participation throughout entire training duration.
For your convenience a list of information resources will be provided at the References section of the syllabus.

**Training Content/summary:**

<table>
<thead>
<tr>
<th>First Day</th>
<th>Second Day</th>
<th>Third Day</th>
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</thead>
<tbody>
<tr>
<td>Training Opening, presentation of trainers and the training programme and objectives.</td>
<td>First Day Training Summary; the learning goals for second day training.</td>
<td>Second Day Training summary and the learning goals for third day training</td>
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<tr>
<td>Introduction to MIL approach (digital literacy, information literacy, news literacy, visual literacy and digital citizenship)</td>
<td>Critical analysis and MIL (critical review, data verification, facts and opinions, etc.)</td>
<td>Good practices in using the Internet to undermine the appeal of VE and terrorism</td>
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<td>A Human Rights Approach in the media</td>
<td>MIL as a tool to counter radicalization, Violent Extremism, and terrorism</td>
<td>Crafting social media messages and counter-narratives</td>
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<td>Diversity (religions; nationality, social status, political views, etc.) and discrimination in news media representation. MIL role to tackle these issues.</td>
<td>Role of the media in combating Hate Speech</td>
<td>MIL in action: identifying the target audience, crafting effective messages, identifying credible messengers, and using appropriate media to reach vulnerable communities</td>
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**References to resources:**
Bibliography:


- Council of Europe (2018) Udherrefyesi-Modul per trajnimin e trajnereve. Modul trajnimi per te mesuarit per botekuptimet fetare dhe jofetare ne edukimin nderkulturor.


- Zguri, Rr. (xxxx) Countering religious extremism discourse in the media.

- Neumann, P. (2017) Countering Violent Extremism and Radicalization that lead to Terrorism: Ideas, Recommendations, and Good Practices from the OSCE Region.

Webliography:

What is Media Literacy? Media Literacy Now- 3 minute video
https://www.youtube.com/watch?v=GlaRw5R6Da4&feature=emb_logo

TED Talks: Creating critical thinkers through media literacy: Andrea Quijada at TEDxABQED
https://www.youtube.com/watch?v=aHAApvHZ6XE

Critical Thinking: News and Media Literacy
https://teachers-ab.libguides.com/criticalthinking

Crash Course: Media Literacy Preview (12 short lessons)
https://www.youtube.com/watch?v=sPwJ0obJya0&list=PL8dPuuaLjXtM6jSpzb5gMNsx9kdmqBfmY

UNESCO/preventing violent extremism through education
https://www.youtube.com/watch?v=79MTkVumCcQ

Identifying and tackling manipulated media. A course by Reuters News Agency
https://www.reuters.com/manipulatedmedia