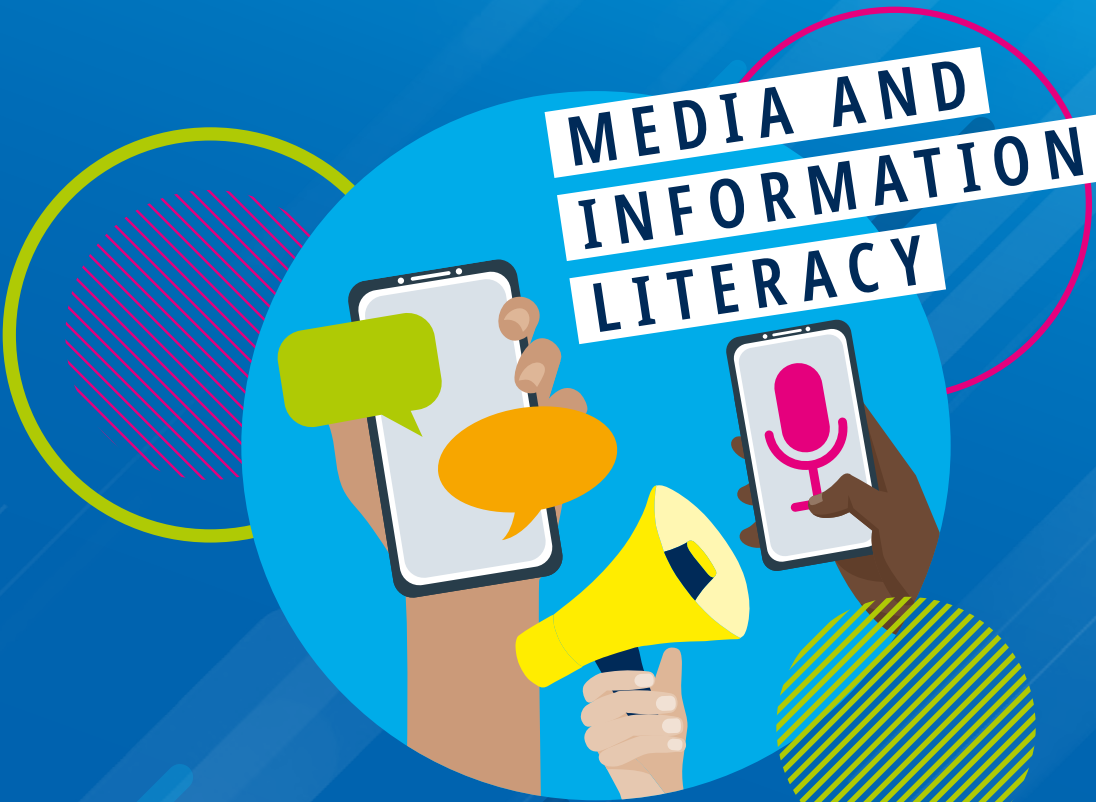
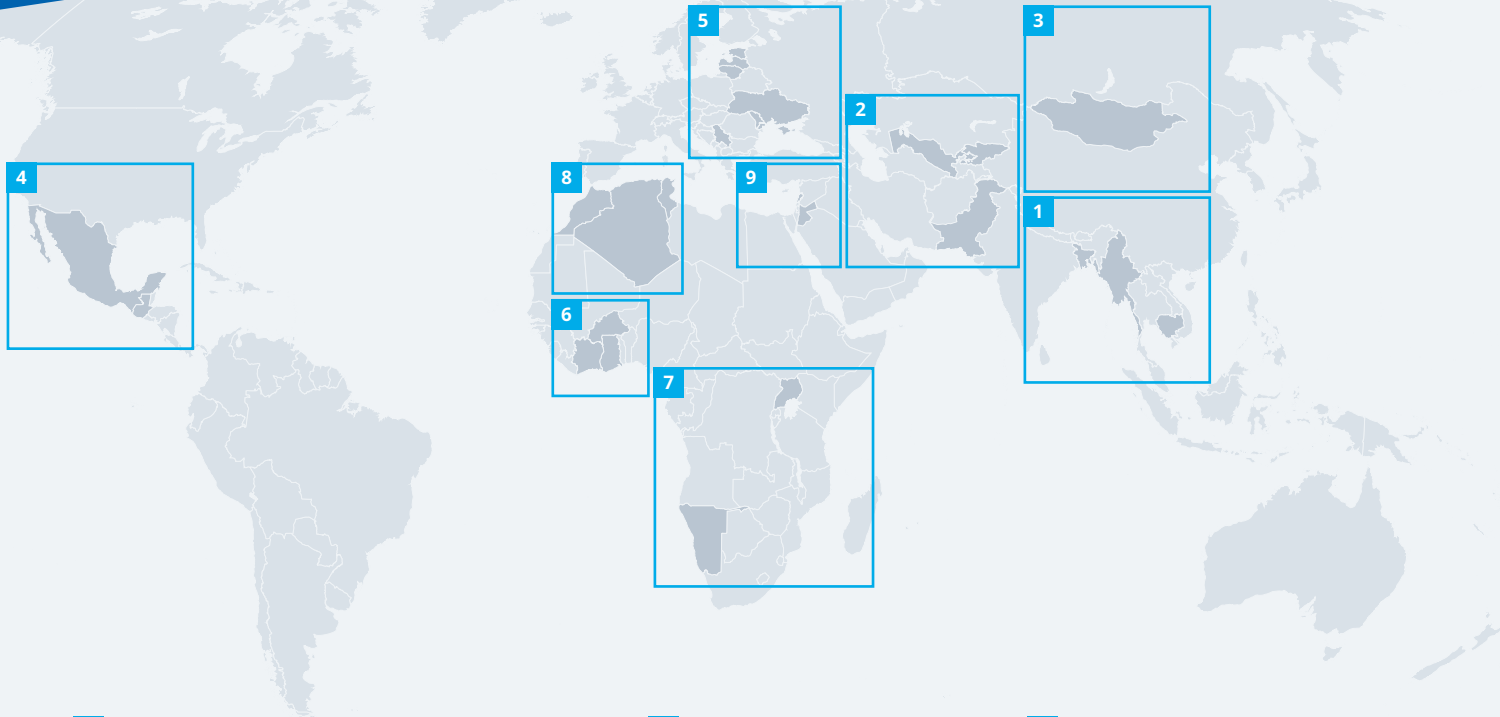


# MEDIA AND INFORMATION LITERACY



# MIL: WHERE WE WORK



**ASIA:** 1 Bangladesh, Cambodia, Myanmar | **CENTRAL ASIA:** 2 Kyrgyzstan, Pakistan, Uzbekistan 3 Mongolia

**CENTRAL AMERICA:** 4 Guatemala, Mexico | **EUROPE:** 5 Estonia, Latvia, Lithuania, Moldova, Serbia, Ukraine

**AFRICA:** 6 Burkina Faso, Côte d'Ivoire, Ghana 7 Namibia, Uganda

**MIDDLE EAST AND NORTH AFRICA:** 8 Algeria, Morocco, Tunisia 9 Jordan, Lebanon, Palestinian Territories

# THE MEDIA TODAY



GET IT

DUO DUO



**Boogle**  
ONE PLATFORM  
FOR ALL  
YOUR ACCOUNTS  
SIGN UP TODAY



# THE MEDIA TODAY

- People get their news from more sources than ever before.
- This includes traditional media (TV, radio and newspapers), online media (social media, websites, YouTube, podcasts) and messaging services (WhatsApp, Telegram, Facebook Messenger).
- For the average person it can be difficult to know what is true and what is false, and what is news and what is opinion.



WHAT IS MIL?



## WHAT IS MIL?

- Media and Information Literacy (MIL) plays an essential role in helping people navigate the media.
- It helps them separate fact from fiction, exercise their right to access information and be active members of the media ecosystem.
- DW Akademie's goal is to empower young people to be active and act responsibly in the media world.

MIL AND DIGITAL RIGHTS





# MIL AND DIGITAL RIGHTS

- There are many challenges in the fast-developing media and information environment that put citizens' digital rights under pressure.
- Digital authoritarianism is on the rise. We are seeing more censorship, manipulative algorithms and targeted misinformation campaigns.
- When a citizen understands their digital rights they know:
  - how online platforms work (algorithms, business models)
  - the dangers of mass surveillance
  - how new cyber laws could impact on their rights
- MIL provides the skills needed to claim our digital rights.



# THE 5 MIL COMPETENCIES



Access

Analyze

Reflect

Create

Act

# THE 5 MIL COMPETENCIES

The 5 MIL competencies **AACRA** help a person to become media literate. A media literate person can:

## Access information and media

- Find accurate information
- Fact check and find original sources, statistics

## Analyze information

- Question the content they have consumed
- Why has this angle been taken?
- Why have they spoken to these people?
- Check original sources and information

# THE 5 MIL COMPETENCIES





# THE 5 MIL COMPETENCIES

## Create content

- Write a post for social media
- Create articles, audio and video

## Reflect on what they learned

- Understand personal rights
- Understand obligations as a media consumer
- How could a piece of journalism have been done better?
- Is there a motive behind the information?

## Act on conclusions

- Consciously consume media, participate in the media
- Report misinformation or hate speech on Facebook
- Demand transparency
- Protect personal data online



MIL COMPETENCIES AS ANSWERS TO CHALLENGES



# MIL COMPETENCIES AS ANSWERS TO CHALLENGES

The 5 MIL competencies help people to deal with problems in the media.  
These include:

- Misinformation
- Hate speech
- Cyberbullying
- Defamation
- Propaganda
- Populism



MIL STRENGTHS



# MIL STRENGTHS

The expertise of DW Akademie includes:

- Knowledge of media systems and journalism
- Strong partners and long-term project strategies
- Hands-on implementation, methods and materials
- Systematic approach and ability to connect
- Consulting and organizational development
- Dialogue and support in fragile, conflicting contexts



MIL APPROACH

NETWORK

MIL

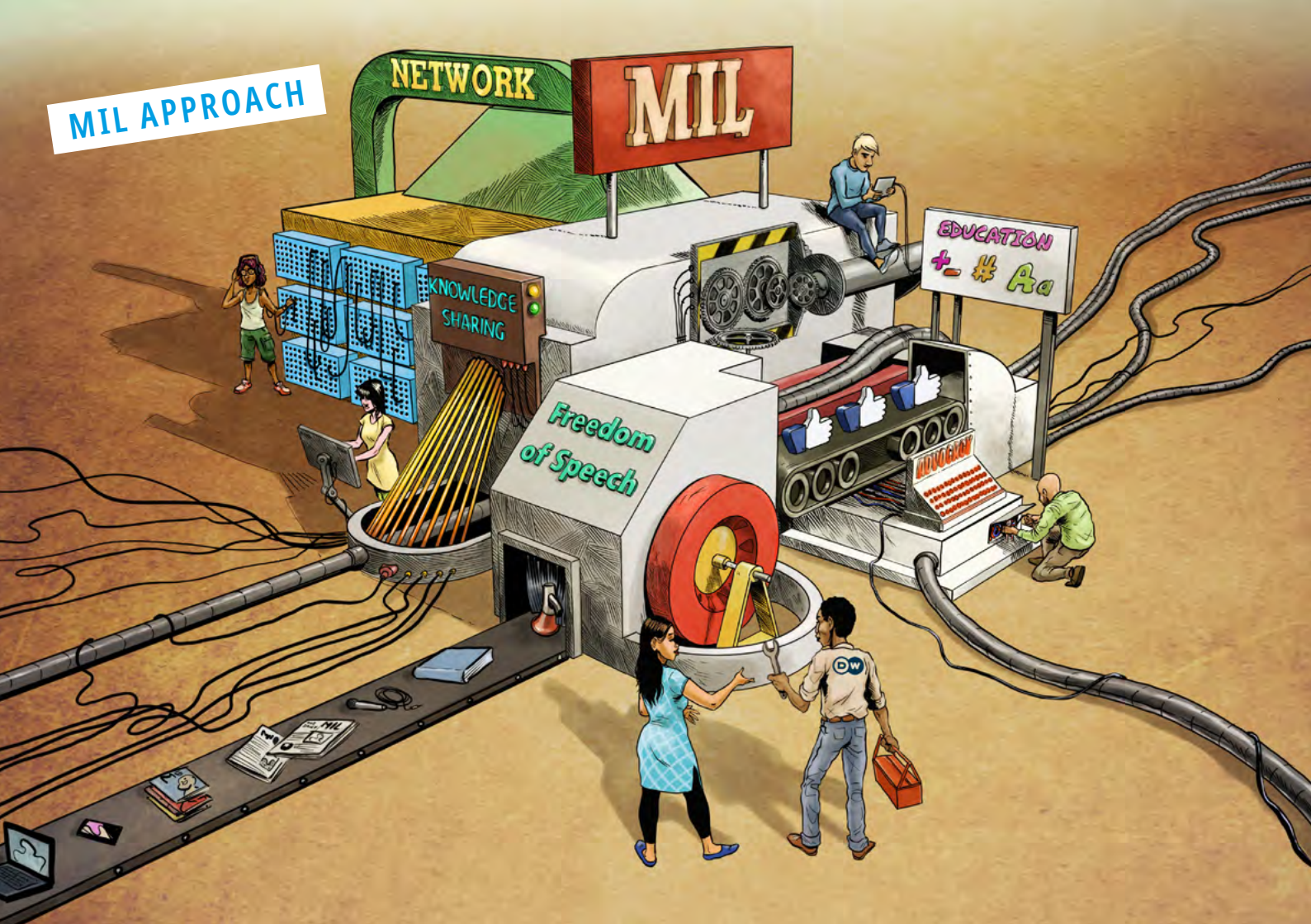
KNOWLEDGE SHARING

EDUCATION  
+ # Aa

Freedom of Speech

MANAGEMENT

DW



# MIL APPROACH

DW Akademie takes an inclusive approach towards MIL to make sure the diverse needs of individuals are met.





**MIL PROJECTS  
WITH PARTNERS**



**JORDAN**



**GEORGIA**



**BREAKING NEWS**

**MYANMAR**



**PALESTINIAN TERRITORIES**

## MIL PROJECTS WITH PARTNERS

DW Akademie's MIL approach varies depending on the region's situation and needs.

- In **Myanmar**, journalists and activists counter hate speech with a media and information literacy TV show.
- A "Myth Detector Lab" in **Georgia** teaches youth how to debunk myths and identify propaganda in the media.
- In **Algeria, Morocco, Tunisia, Jordan, Lebanon** and the **Palestinian Territories**, the "Shabab Live" project supports traditional broadcasters to involve young people and give them a voice.



**MIL PROJECTS  
WITH PARTNERS**



**MOLDOVA**



**GUATEMALA**



**NAMIBIA**



**PALESTINIAN TERRITORIES**

## MIL PROJECTS WITH PARTNERS

- In **Namibia** the Media and Information Literacy Learning Initiative (MiLLi\*) teaches young people how to handle media responsibly and critically. Similar projects run now in Burkina Faso, Ghana, Cote d'Ivoire and Lesotho.
- At a regional MIL resource center in the **Palestinian Territories**, young people learn to analyze the media in a highly polarized political region.
- In **Guatemala**, youth learn MIL concepts via interactive games, such as giant Jenga, where each Jenga piece is attached to a MIL question.
- In **Moldova** MIL is brought into the mainstream curriculum for schools, through advocacy and MIL curriculum expertise.



# DW AKADEMIE'S IMPACT



Together with our partners, we equip people all over the world with basic media skills.

When citizens are media literate, it benefits society as a whole. The wider impact of a media literate population can influence:

- Censorship
- Transparency
- Internet lockdowns
- Regulation
- Surveillance
- Digital security
- Democracy





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is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also receive funding from the Federal Foreign Office and the European Union and are active in approximately 50 developing countries and emerging economies.



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