

Strategy and Operational Plan for Outreach Courses

WP. 6 Outreach «Media Literacy» Courses Concept Model and Action Plan

Main objective – formation and development of individual skills of critical perception of information; information literacy; the ability to use media in communicating with other people.

Expected outcomes – ability of an individual to analyze, critically understand the information, define its truthfulness and protect himself from hidden influences; understand principles and means of hidden manipulation and detect them in media texts; create and distribute information in different media for a specific audience, use methods of convincing impact; own modern technical means of creating and distributing information.

Tasks:

- 1) teaching to analyze, critically interpret and create media texts;
- 2) teaching to determine the sources of media texts, their political, social, commercial and / or cultural interests, their context;
- 3) teaching to interpret media texts and values disseminated by the media;
- 4) teaching to select the appropriate media platform for the creation and distribution of their own media text and obtaining an audience interested in them;
- 5) revealing the possibilities of free access to media, both for the perception of information and for its development and dissemination.

Timeline:

The preliminary work plan for the development of media literacy courses, which had been approved during the first coordinating meeting at Bath Spa, was updated, has some changes regarding the dates of the performance of tasks. The plan includes the following positions:

1. Creation of the team Outreach 'Media Literacy' Courses – complete.
2. Discussing the model Outreach 'Media Literacy' Courses - 17.05.19
3. Approval of the concept and action plan Outreach 'Media Literacy' Courses -17.05.19
4. Distribution members ' roles of the team Outreach 'Media Literacy' Courses -01.07.19
5. Production of online Courses -01.11.2020
6. Testing and piloting of courses on the media platform- by 01.11.2020
7. Editing training materials and preparing to launch the program– by 01.05.2020
8. Launch and management of Outreach courses – from 01.05.2021
9. Analysis of feedback from the course participants and external stakeholders- from 01

Three media literacy programmes (subject for discussion) Competence criterion

1. Media Criticism

Information I-competence: ability and readiness to actively and critically comprehend information technologies, meaningfully and consciously use them for interaction.

2. Technical media / media production

Technical information Media Competence: knowledge and ability to use information equipment, for example, ability to place information on Internet sites; active and passive application of media codes, for example, ability to find information, create video for placing on the Internet, etc.

3. Media Systems

Social Media Competence: ability to selectively and reflectively perceive the media, an awareness of how media and their consumption can affect society.

Level criterion

1. Basic / elementary level

- recognition, understanding of information technologies
- skills of using computer technologies in information search, verification of its reliability, information exchange in the Internet media
- understanding the dependence / independence of media content

2. Sufficient / progressed level

- understanding the principles and means of hidden manipulation, detecting them in media texts, assessing the level of danger; ability to prepare high-quality reliable media content;
- the ability to use information and technical means to create and disseminate information for various media platforms;
- the ability to selectively and reflectively perceive the media, assessing their impact on society.

3. High / advanced / pro (pre-professional) level

- ability to critically, reasonably and consciously use informational technologies for interaction and convincing influence;
- apply the latest media technology to create cross-media, multimodal texts and select relevant media for their release;
- interpret media texts and values disseminated by the media.

The structure of the program 20+ courses

Program	Level	Number of courses
Media Criticism	Basic	2+
	Sufficient	3+
	High	6+
Media production	Basic	1+
	Sufficient	2+
	High	3+
Media systems	Basic	1+
	Sufficient	1+

	High	1+
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Structure of a course

Duration - 40 minutes

1. Video play / demonstration + media illustration

up to 20 minutes (10x2; 7x3; 5x4)

2. Tests for self-control

up to 5/10 minutes (2-4 test assignments)

3. Practice

up to 10/15 minutes

Content and methodical aspects – author dependent

Resources - human, informative, content, demonstration – author dependent

Relevant issues

1. Entrance testing to evaluate the media literacy level in order to determine the corresponding programme to be selected by the course participants.

2. Assessment of creative works of course participants (mutual evaluation / external evaluation with comments of the trainer / combination of types of assessment)

3. Possibility of issuing a certificate to participants of the courses upon results of the course tasks (necessity of summative assessment / motivational courses).

4. Discussion of technical specifications

1) On which media platform will courses be created and operated?

(a separate platform in **SSU** system)

2) Development of a unified information and technical structure of courses (template)

SSU

3. Development of general course design

SSU

5. Distribution of roles among team members of the Outreach 'Media Literacy' Courses