



MEDIA LITERACY

IN THE BALTICS

Media Literacy in the Baltics Program

By Kaspars Rūklis, IREX / Rīga

 December 9, 2020

 Media & Learning Association
at Nordicom



About the program

Quick facts

- Two-year (October 2019-September 2021) program of the U.S. Department of State, administered by IREX.
- The overall goal of the program is to train the citizens in three Baltic countries to be better able to engage critically with multiple forms of media, focus on Russian-speaking population.
- Team of 6 people in Washington, D.C., U.S., and Riga, Latvia, plus coordinators in Estonia and Lithuania.



Program objectives

- Objective 1: { Support future media professionals to provide audiences with quality journalism and heightened awareness of disinformation.
- Objective 2: { Build capacity in the Baltics for spreading skills and behaviors for critical information engagement.
- Objective 3: { Support students' campaigns to raise awareness of disinformation and how to combat it.

Our work with universities

IREX works with six public universities in the Baltics, offering media and journalism studies, on developing new coursework “Journalism in the Era of Disinformation”.

Main target audience: future journalists.



Žurnālistika dezinformācijas laikmetā

Latvijas Universitātē

2020./21. AK. GAD.
RUDENS SEMESTRIS

MEDIA
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Each university adapts IREX's "Learn to Discern" ("L2D") curriculum for their context and needs. IREX keeps track of M&E to capture impact.

Our approach: sub-grants for involvement of local academic and industry resources and talent.

Meedia infokorratuse ajastul

Tartu Ülikoolis

ÕPPEAASTA
2020/2021
SÜGISSEMESTRIL

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“L2D” is a youth curriculum (used in Ukraine, U.S. and elsewhere - verified.ed-era.com) that through our program is expanded and “boosted” into more academic coursework.

Six different faculties = six different courses. Outcome = media professionals ready to face the threats of disinformation.



“Journalism in the Era of Disinformation” at six Baltic universities



How do we engage youth?

IREX works with local experts to adapt “L2D” for the Baltic context in Estonian, Latvian, Lithuanian and Russian.

Local experts train citizen youth trainers, who cascade-train other youth in formal and informal training sessions in all three countries in four languages.



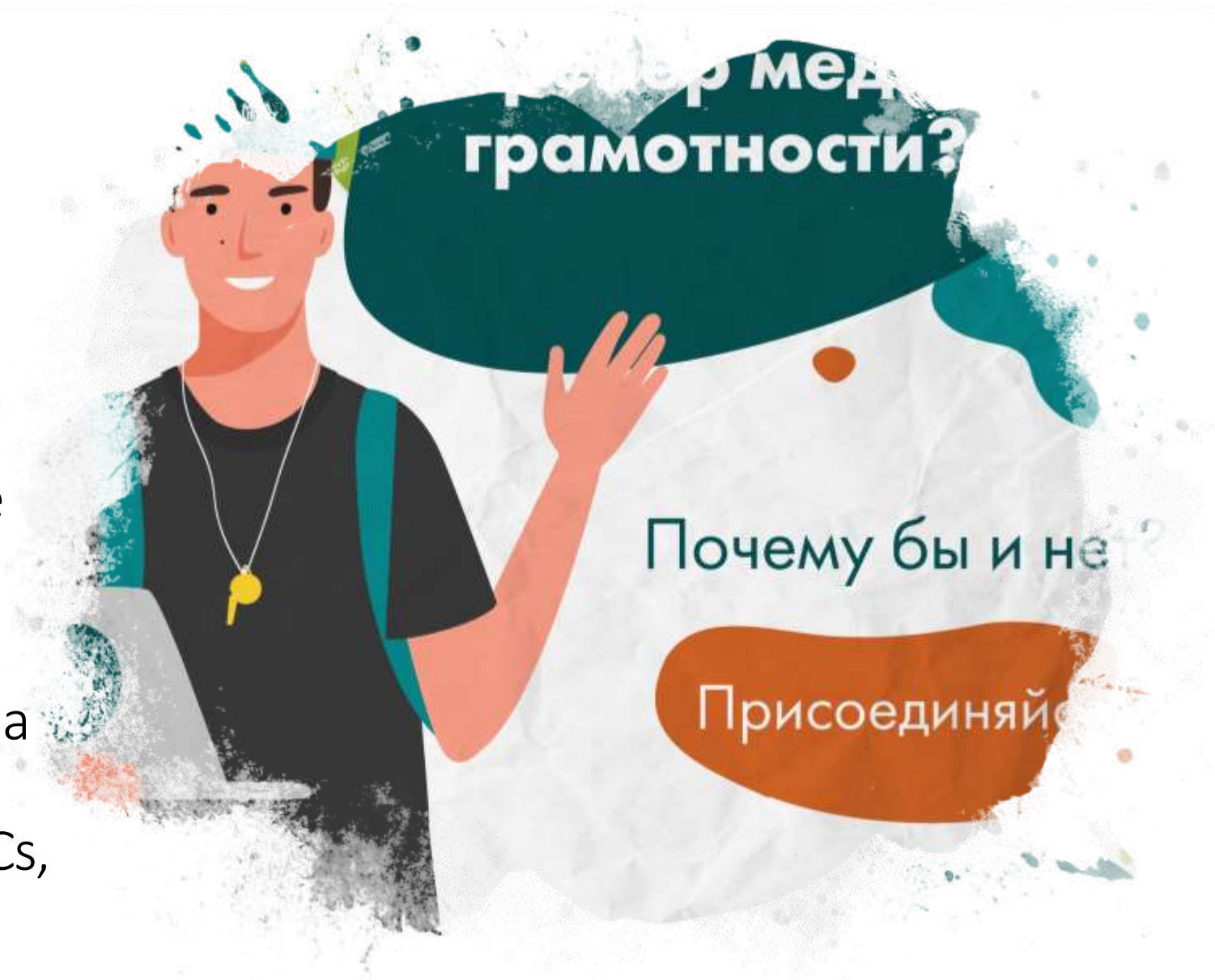
Main elements of “L2D” logic and approach to media literacy:

- learner-centered and skills-based approach
- focus on practical media content, photo, video verification
- psychological and emotional resilience, stereotypes
- digital detox



To date, we have 123 youth trainers throughout the Baltics, speaking and able to train in five languages.

Youth trainers will work on media literacy initiatives (social media campaigns, videos, blogs, MOOCs, etc.) to fight disinformation.



L2D youth media literacy trainer initiative in Estonia, Latvia and Lithuania

Mina, noor, meediapädevuse treener?!
Miks mitte?
Liitu meiega!

MEDIA LITERACY

Es - jauniešu medijpratības trenere?!
Kāpēc gan ne?
Piesakies!

MEDIA LITERACY

Aš jaunasis medijų rašingumo instruktorius?!
Kodėl gi ne?
Prisijunk!

MEDIA LITERACY

Я - молодой тренер медиа грамотности?!
Почему бы и нет?
Присоединяйся!

MEDIA LITERACY

Я - молодой тренер медиа грамотности?!
Почему бы и нет?
Присоединяйся!

MEDIA LITERACY

Я - МОЛОДОЙ ТРЕНЕР МЕДИА ГРАМОТНОСТИ?!
Почему бы и нет?
Присоединяйся!

MEDIA LITERACY

Pandemic as an opportunity

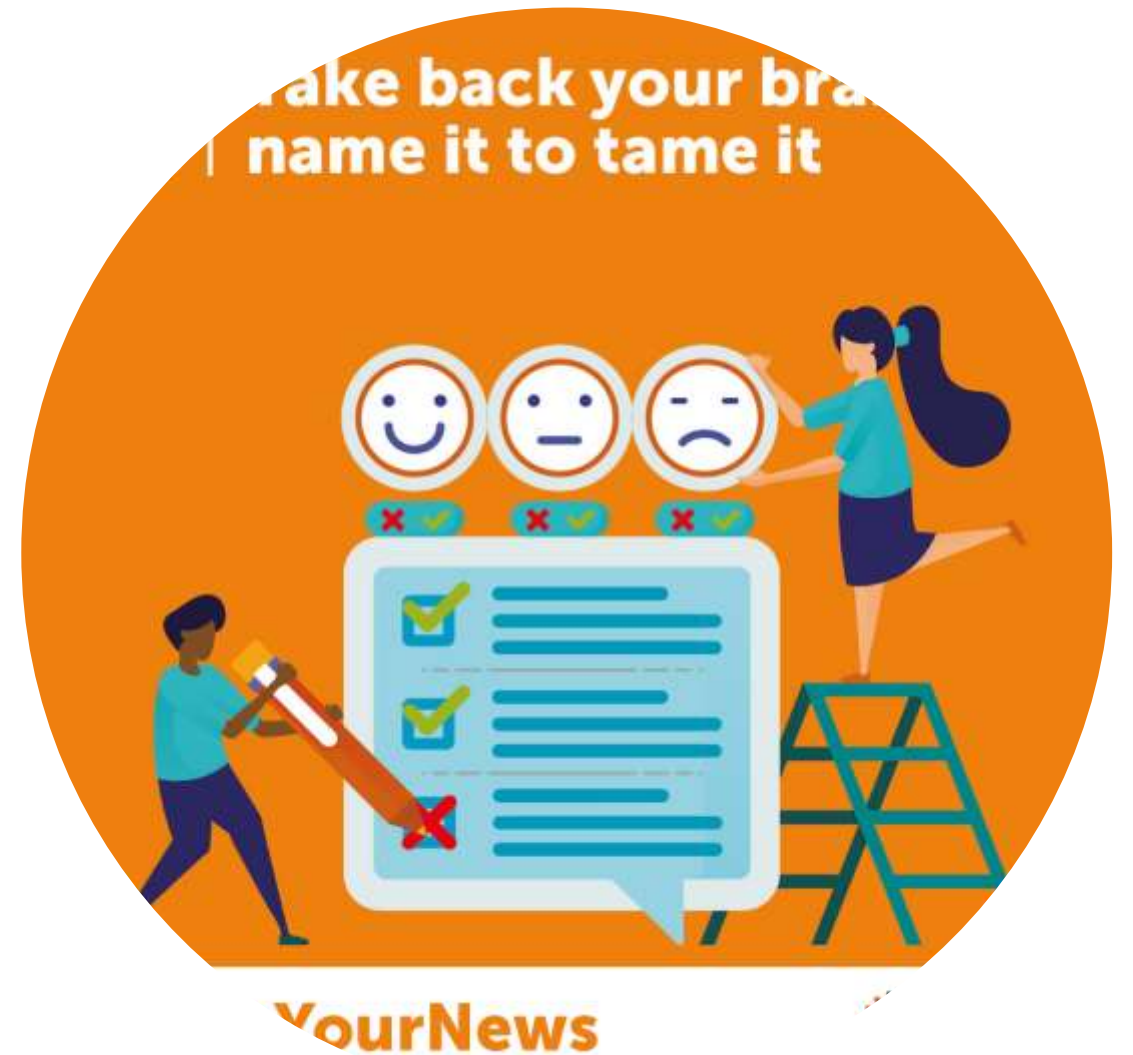
“Infodemic” during the pandemic did not stop us; it only changed our plans through creating more need for media literacy skills.

We used it as an opportunity to transfer our trainings to online platforms, learn new ways to work with our audiences, and measure impact.



IREX's #WashYourNews Campaign was shared on social media in all languages spoken throughout the Baltics.

The campaign also served as an inspiration for a shorter youth presentation, using the social media format as a starting point.



As we continue to work on our activities online, we have found many benefits, for instance, more often exchanges with experts from the Baltics and the United States in webinars.

We hope to expand the program, focusing on the existing objectives. New element – future teachers.



#WashYourNews campaign and curriculum in Baltic languages and Russian



#WashYourNews



#WashYourNews



#WashYourNews



#WashYourNews



#WashYourNews



#WashYourNews



Questions or comments?

For continued discussion: krukli@irex.org or IREX in the Baltics on Facebook



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