



The Blended Learning Programme

Nicola Bruno

Context:

- **Evidence based**

Literature review + country analysis + case studies

- **Multidisciplinary**

Integrating media literacy, instructional design, psychology, communication studies, computer science, and the social sciences

- **AI literacy + disinformation**

- **Accessible and inclusive**

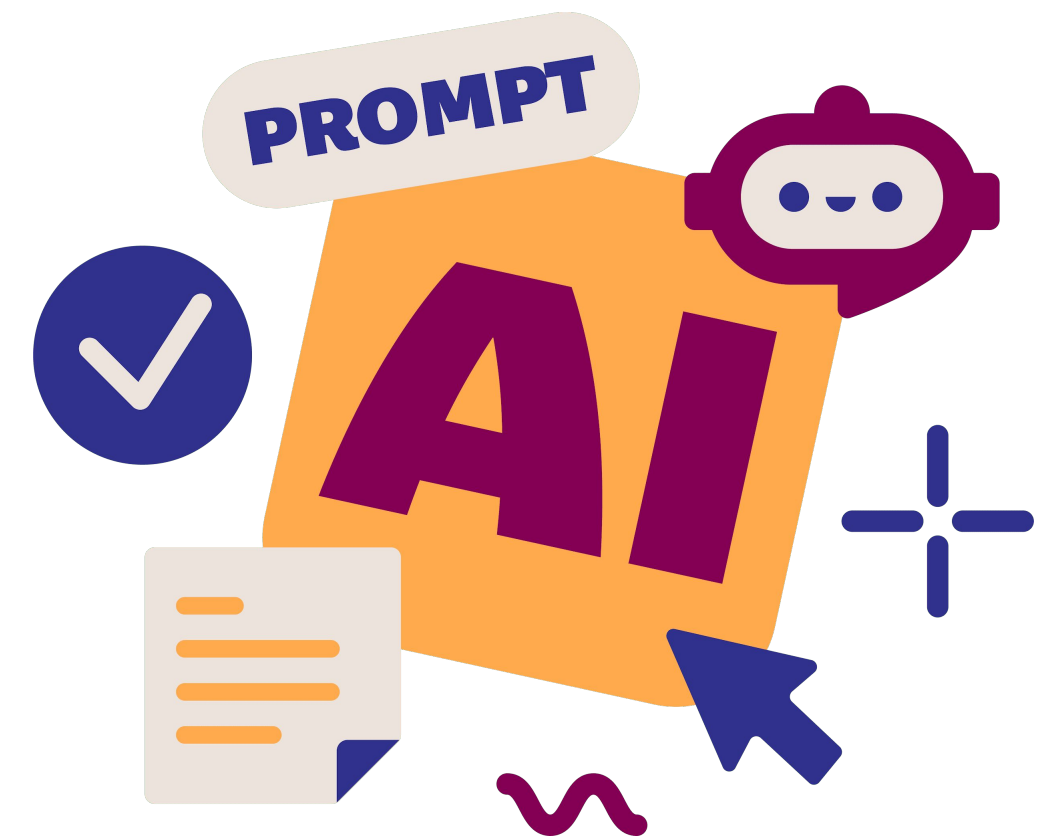
Universal design, different learning styles and learner backgrounds



The goal:

By the end of the programme students will be able to:

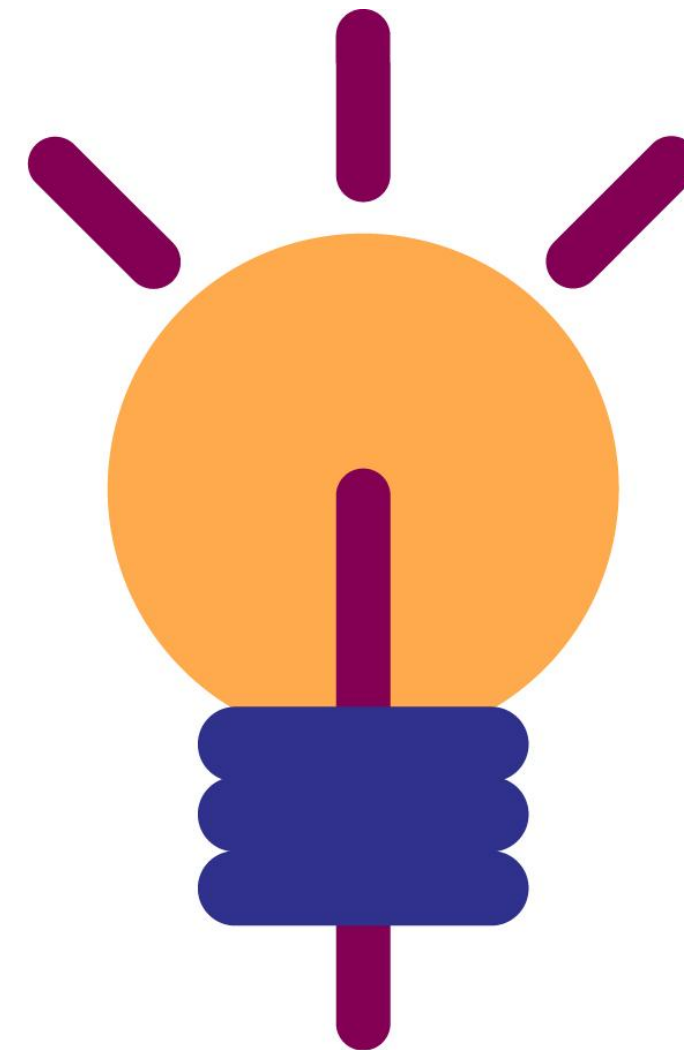
- **Understand** GenAI's technical foundations and impact on media
- **Recognise** AI-driven disinformation and its effects
- **Verify, evaluate, and produce** media content responsibly
- **Design** counter-disinformation strategies using AI ethically



The references:

The programme is aligned with three reference frameworks:

- Digital Competence Framework of the European Commission (**DigComp 3.0**)
- **Unesco** AI competency framework for students
- [first draft of] The PISA 2029 Media & Artificial Intelligence Literacy (**MAIL**) of the OECD

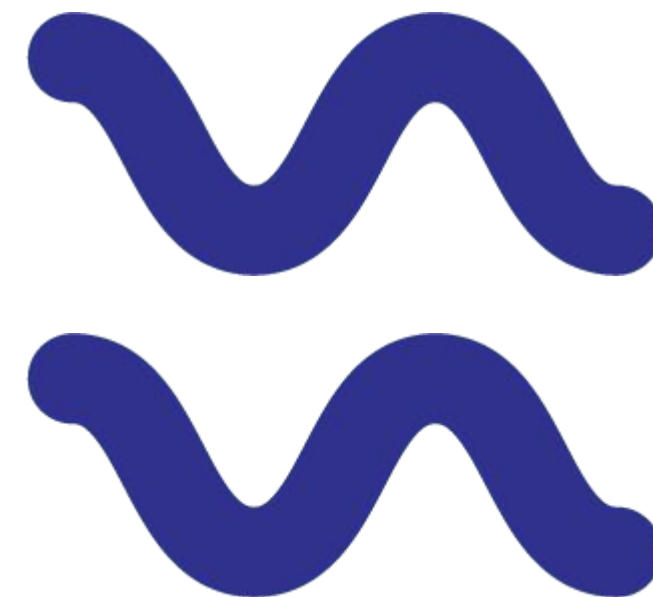


The format:

The programme will be a mix of different activities:

- **Asynchronous modules (12h)**
 - Video lessons
 - Reading / Resources
 - Micro-activities / Quiz
 - Workbook
- **Synchronous webinars (8h)**

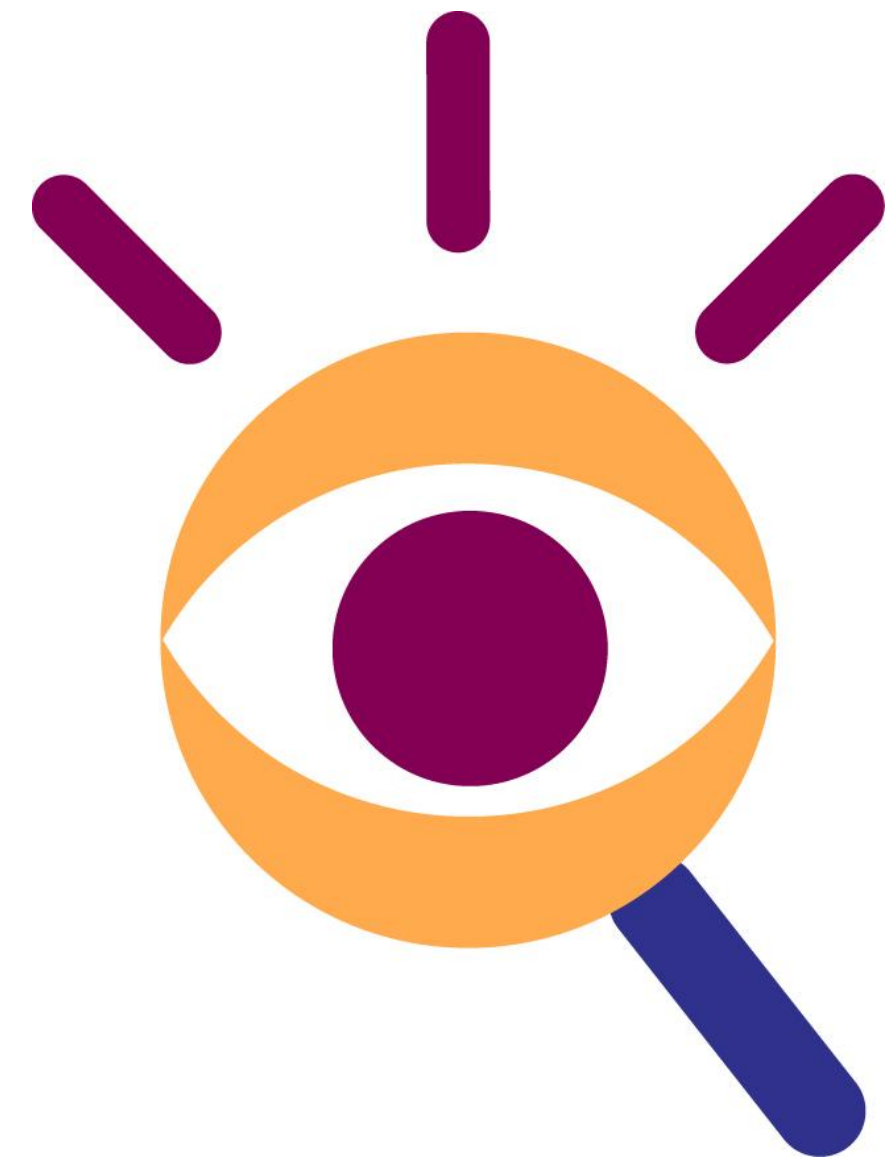
And each student will develop a **project work**



Module 1:

Introduction to GenAI in Media Communication

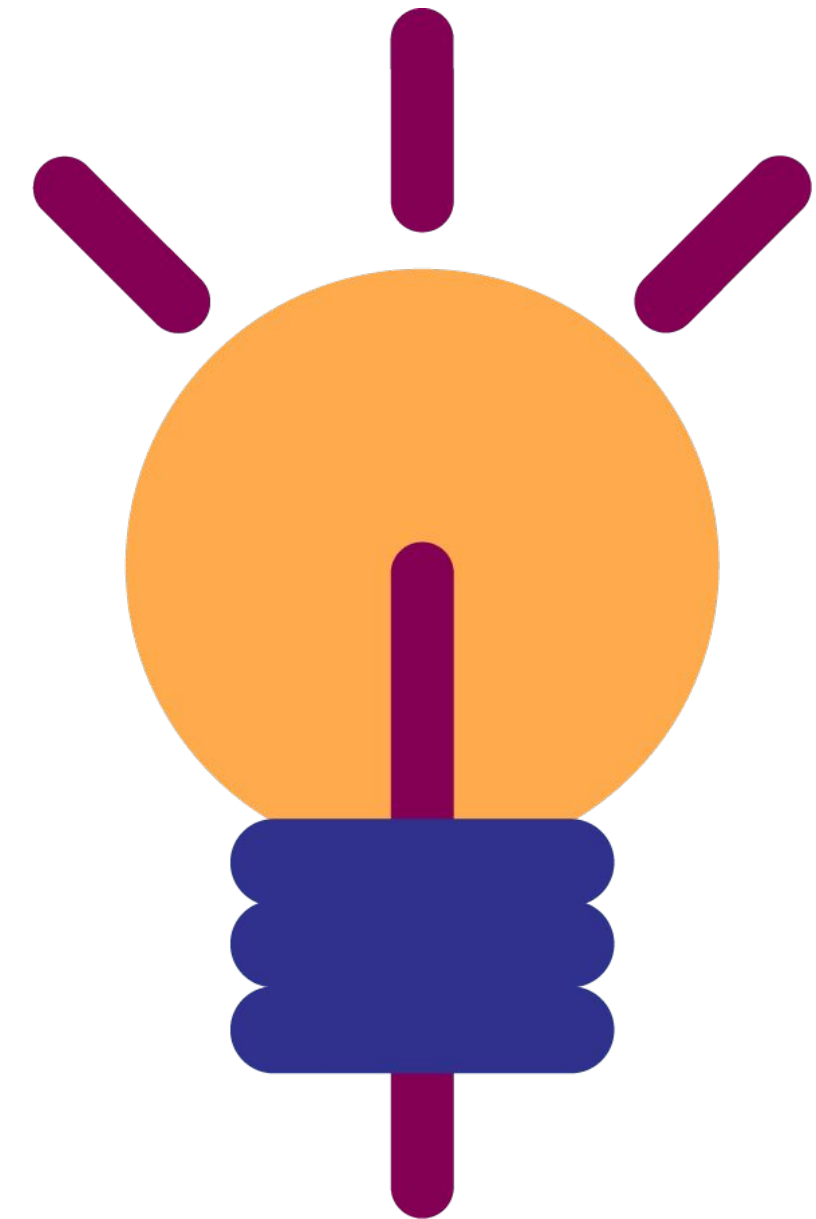
- Key concepts and terminology of Generative AI
- How Large Language Models and visual AI systems work
- Ethical challenges: bias, transparency, and governance
- Introduction to AI regulations



Module 2:

Disinformation in the Age of GenAI

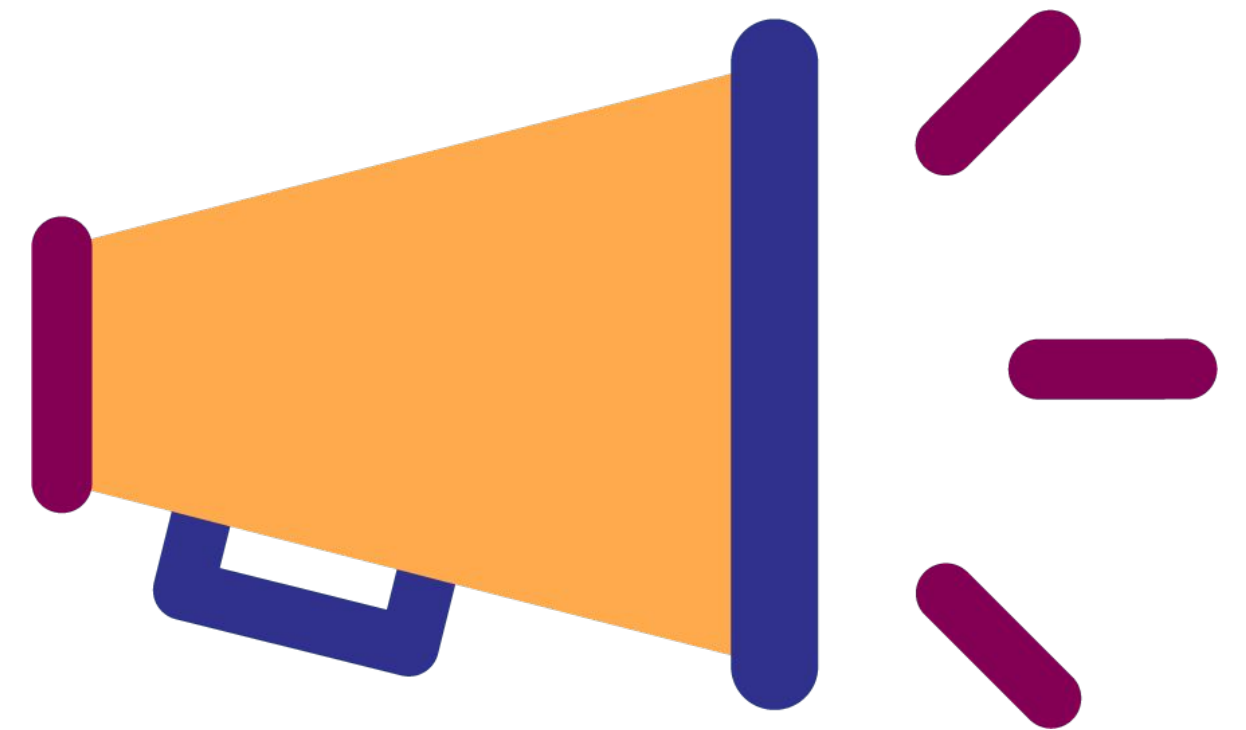
- How AI-generated text, image, audio, and video are used to manipulate and deceive
- Cognitive biases and emotional mechanisms behind disinformation
- Verification and fact-checking tools through real-world case studies



Module 3:

Media Production in the Age of GenAI

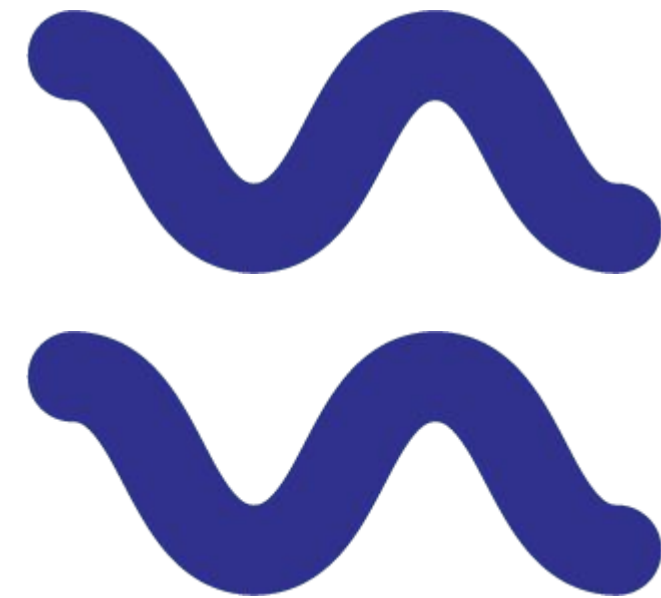
- Text, visuals, video, and storytelling with GenAI tools
- Legal frameworks for AI-generated content in the EU and beyond
- Critical aspects: cognitive dependency, aesthetic homogenisation



Project work

During the BLP, each participant will be asked to undertake a project work on the topic of AI and disinformation:

- select case studies (from the our repository or other sources)
- analyse ethical, informational and creative issues
- propose a counter-strategy





Nicola Bruno

Director (Dataninja)

nicola@dataninja.it