Expert's view to a place of Media Literacy in the system of resilience to propaganda: Lithuanian case

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Media Literacy?

- Understanding of Mass Media messages
- How to use new Media (in creative way)?
One more approach

“The concept of media literacy has long been seen as synonymous with education—but what media literacy education means is changing: it is moving out of the classroom and into communities”

Context: hybrid warfare
Propaganda as tool of influence
Media Literacy + Critical Thinking
Research

- Summer, 2017
- 12 experts from Lithuania (deep quality interviews)
- Experts from different fields of knowledge (Media, NGO, Academy)
## Ranking of measures

<table>
<thead>
<tr>
<th>Measure</th>
<th>Experts</th>
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</thead>
<tbody>
<tr>
<td>Integrated media literacy in the schools</td>
<td>8 votes</td>
</tr>
<tr>
<td>Informal media literacy</td>
<td>5 votes</td>
</tr>
<tr>
<td>To encourage people to use different sources of information</td>
<td>5 votes</td>
</tr>
<tr>
<td>Support of media quality / quality journalism</td>
<td>3 votes</td>
</tr>
<tr>
<td>The debunking of propaganda's narratives</td>
<td>3 votes</td>
</tr>
<tr>
<td>To encourage media to analyze and critically evaluate its own work</td>
<td>3 votes</td>
</tr>
<tr>
<td>Use games for media education</td>
<td>2 votes</td>
</tr>
</tbody>
</table>
Model
Conclusions

• The information challenges are changing/extending the role of Media Literacy;
• Media Literacy is a part of "information/psychological munitions" of the society;
• Media Literacy is not only about education but about the media too;
• Education is about teaching "how to understand media"?
• Media is providing examples of quality content, (should) acting as a filter of fake news, could debunk narratives of propaganda etc.
Thank you for attention!

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