

# Motivate others! Become a multiplier for media literacy

Day 4

Media Academy: Strengthening media literacy and social participation | 2024

## Day 4 | Morning .....



@GIZ



@GIZ

## Afternoon .....



@GIZ

### Multiplier Moves

1 hour

Motivate others

### Media Minds °1

1 hour

Ideas for passing on  
media literacy

### Media Minds °2

1 hour

Design your events  
for more media  
literacy

### Media Makers

1.5 hours

Presentation

### Closing

Evaluation

# Activity „Motivate others“

Media moves| Motivate others! Become a multiplier for media literacy

A close-up photograph of a white ceramic teacup with a gold rim and handle, filled with a golden-brown liquid. A single white daisy with a yellow center is floating on the surface of the liquid. The cup sits on a matching white saucer with a scalloped edge and a floral pattern. Several other daisies are scattered around the saucer on a light-colored wooden surface. A semi-transparent white triangle is overlaid on the left side of the image, containing the text.

**Time for a short break**

# Activity „Don't look away“

Media Minds<sup>o</sup>1 | Be effective! Ideas for passing on media literacy

# Don't look away | Rumors & Disinformation



# Don't look away | Online Violence

- **Direct**
- **Distract**
- **Delegate**
- **Document**
- **Delay**

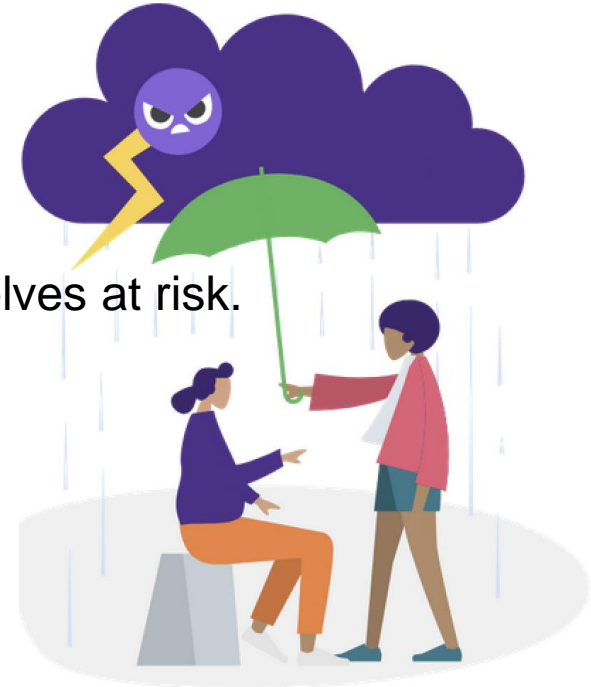
Respond directly without putting yourselves at risk.

Respond indirectly and deflect.

Report it.

Document and secure evidence.

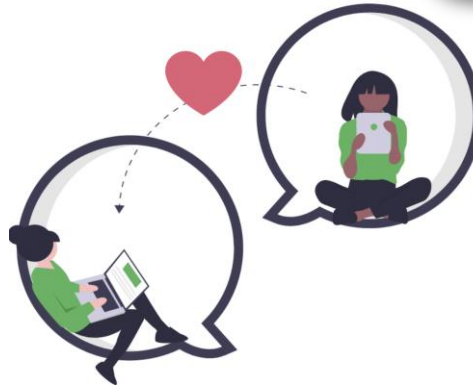
Be there for the affected person.



# Don't look away | Online Violence

## ● Delay

**No one here  
wants to hear  
your opinion or  
see your picture!**



**What could you write to the  
affected person as support  
if you don't want to respond  
to the attack publicly?**

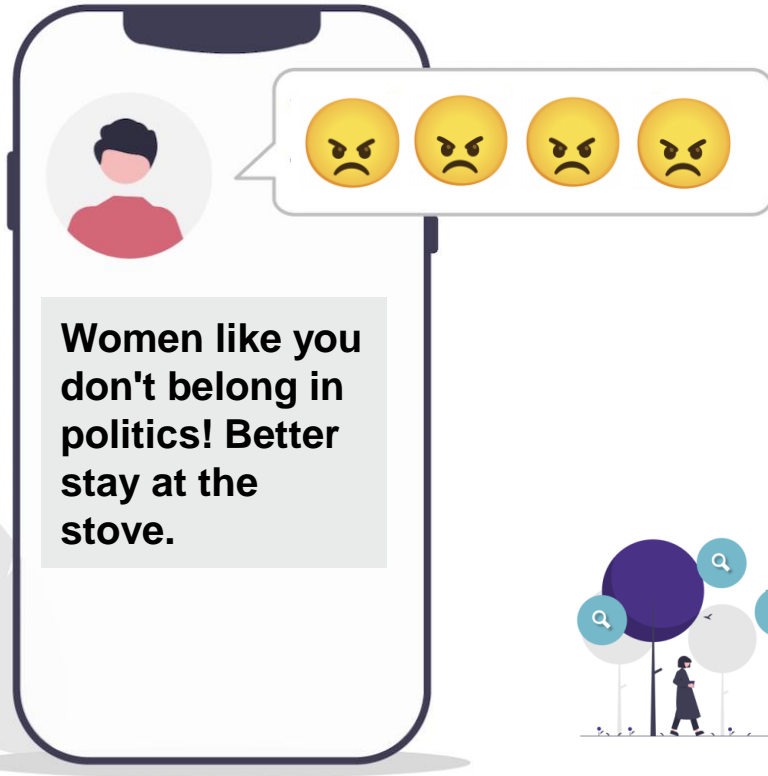


# Don't look away | Online Violence



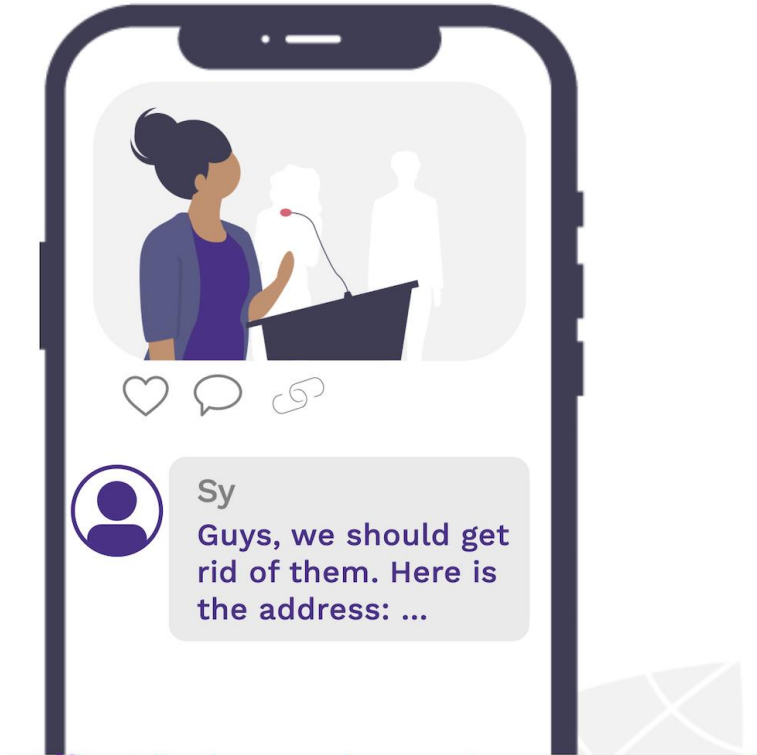
# Don't look away | Online Violence

## ● Distract



# Don't look away | Online Violence

## ● Document



How can you collect evidence and document the harassment?

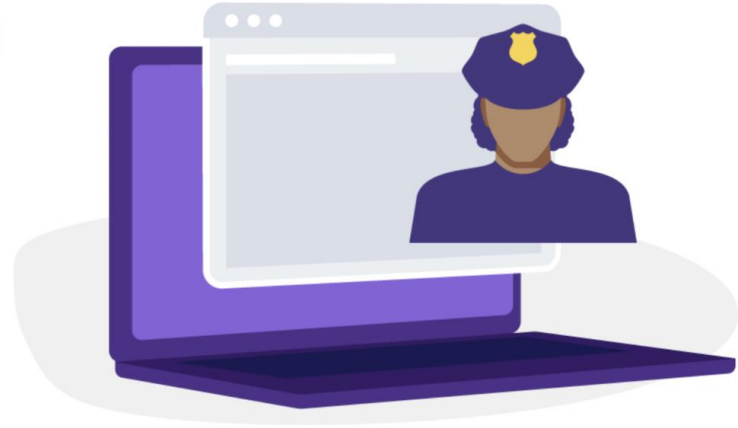


Screenshot

# Don't look away | Online Violence

● Delegate

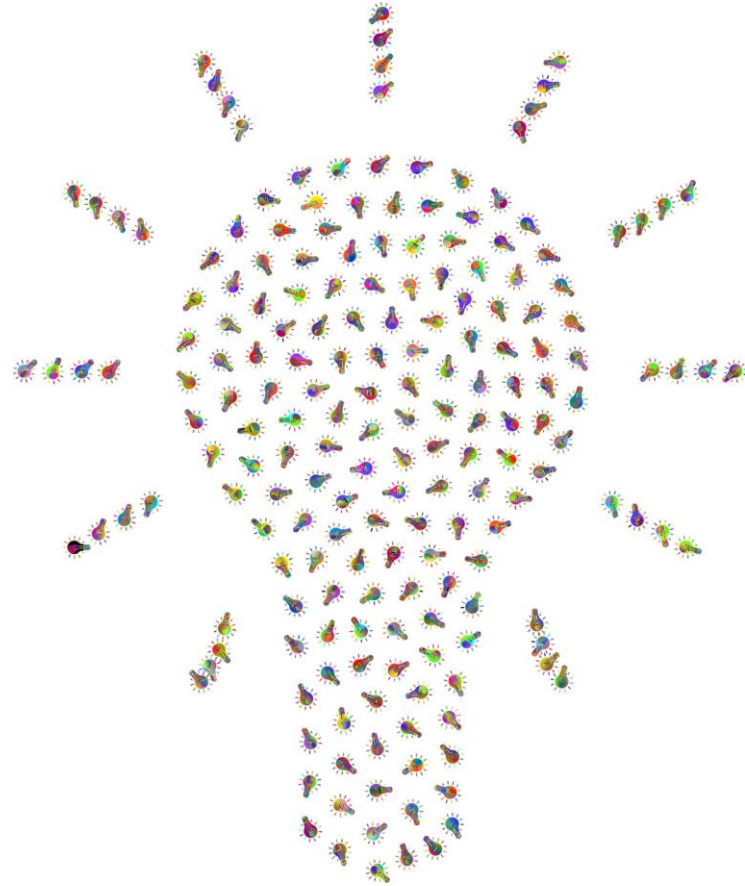
What can you do to seek external support in consultation with the affected person?



## Activity „Don't look away“

### To take-away

- When we see other people being harassed and demeaned online, it is important that we do not look the other way or accept the harassment.
- First, we need to assess the situation thoroughly in order to respond with an appropriate strategy.
- It is crucial that we combat gender-based violence online without putting ourselves or the person at risk.



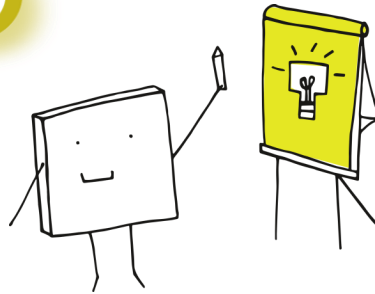
# Activity „Ideas for your events“

Media Minds °1 | Be effective! Ideas for passing on media literacy

## Ideas for Your Events | First Brainstorming

**With whom** could you share what you have learned and produced at the Media Academy?

**How** could you **share** what you have learned and produced in the Media Academy?



# Ideas for your event | Select and refine idea

## Your target group

- Who and how many people do you want to reach?
- What is the age of your target audience?
- What are their needs?
- **Tip:** Take your audience's needs seriously (motivation)

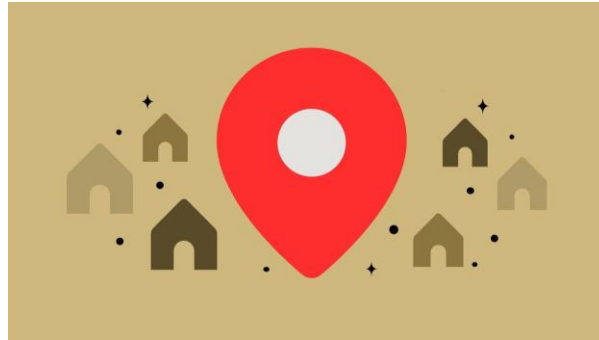
## Your objective

- What content do you want to convey?
- What do you want your audience to be able to do and know after the event?
- What do you want your target audience to say about your event?
- **Tip:** Set a clear and relevant objective for your audience.

## Ideas for your event

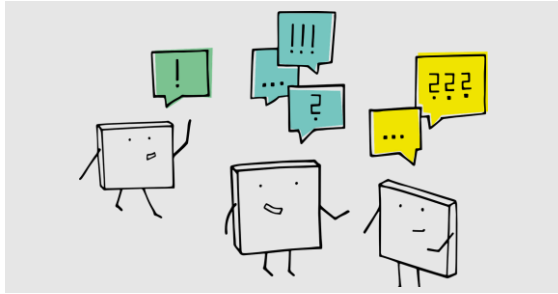
- What are you planning? Online/offline?
- For how long? How often?
- When? Where?
- What do you need?

**Tip:** Start small. Make sure that what you have planned is feasible.



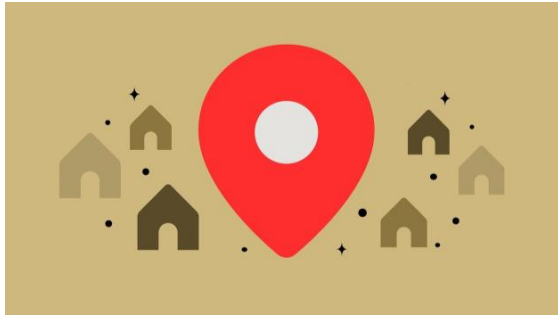


# Let's go! Ideas for your event | Select and refine idea



**Use the task sheet (1-3), discuss it, and decide:**

- Who could be your **target audience**?
- What are their **needs**?
- What could be your **goal**?
- What could you do – **online or offline event**?



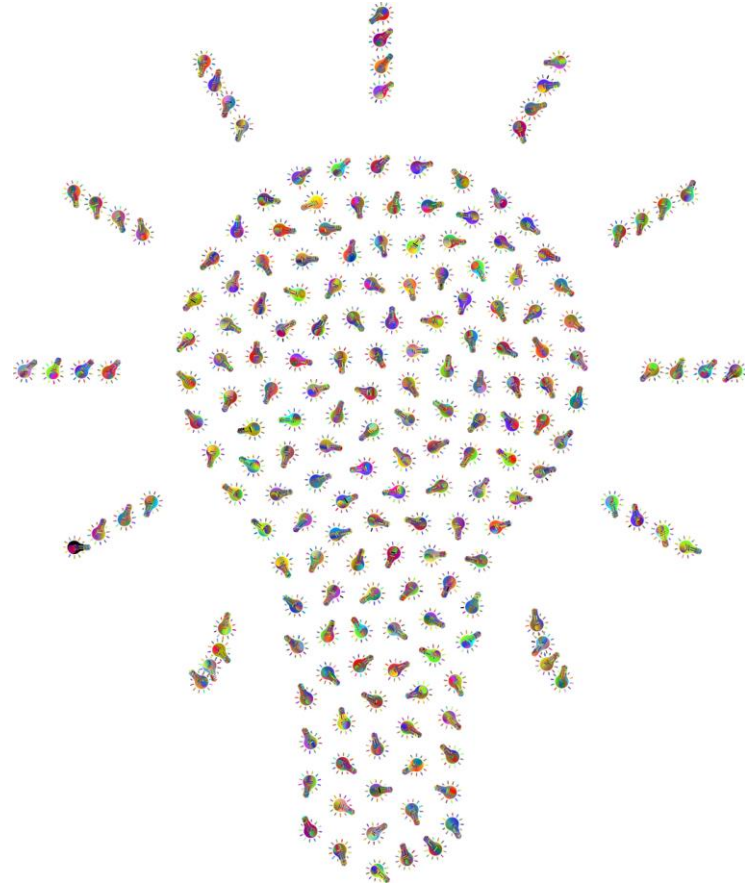
**Review your plan :**

- Is your goal **specific and relevant** for your objectives?
- Is your plan **realistic and feasible** for you and your target audience?
- Are you and your target audience excited about it?

# Activity „Ideas for your events“

## Take-away

- There are many different ways in which we, as multipliers, can present and share our newly acquired skills and created media products with others.
- It is important to first clarify the target audience and what you want to convey before deciding on the format (presentation, event, blog, etc.) you want to create.
- To ensure successful implementation, it is important to start small and evaluate the ideas for clarity, relevance, motivation, and feasibility.



# Activity „Designing your events “

Media Makers°2 | Design! Your events for more media literacy

# Design your events | Be participatory and use media

## Media literacy and social participation

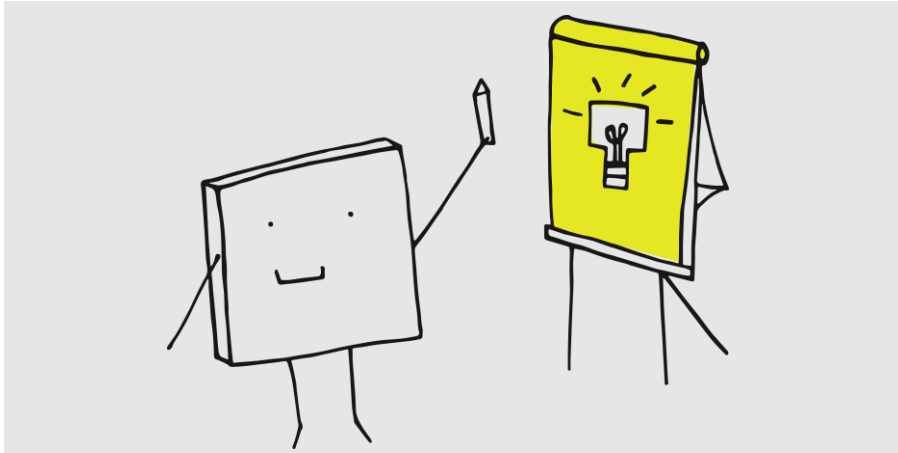
- Cannot be learned 'by heart'
- Learning through experience, exchange, practice, and doing

**Tip:** Actively involve your target audience—both offline and online

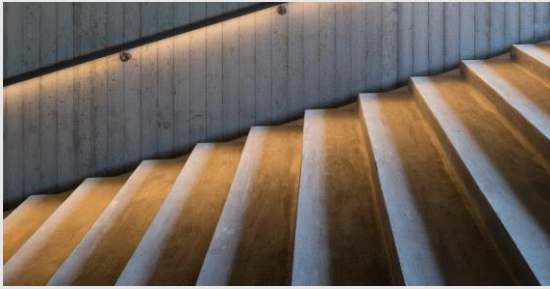
## Participative methods for multipliers

- **Online:** Comments, surveys, competitions, ...
- **Offline:** Brainstorming, group discussions, games, sports, quizzes, competitions, creating media, ...

**Tip:** Use your media products – offline & online



# Design your events! Plan details & design a presentation



## Use the worksheet (step 4) and plan further details.

- Which of your media products will you show or create?
- What else are you doing? How will you convey your content?
- What should your target audience do? How will you involve and motivate them?
- What do you need for implementation?
- Divide the tasks. Who will prepare what?

## Prepare a multimedia presentation, to present your idea (5-10 minutes)

- Present what you have planned and what you want to achieve.
- Test your interactive elements with us.
- At the end, take the opportunity to ask for feedback, tips, and additional ideas.

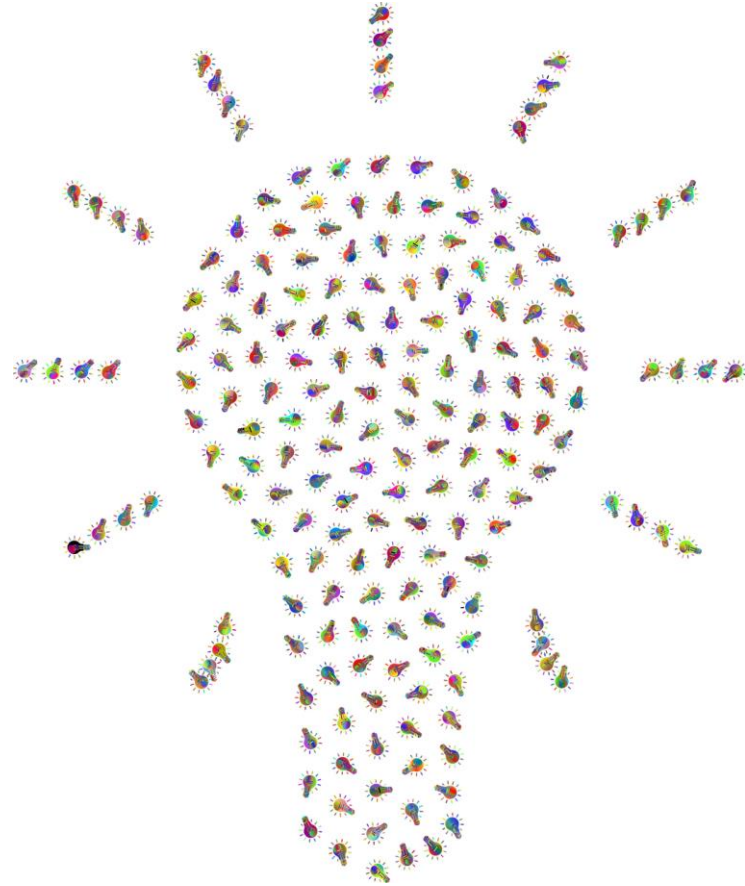


50 Min.

# Activity „Desing your events“

## Take-away

- As a multiplier, it is important to plan interactive and motivating events to engage the target audience and sustainably strengthen their media literacy.
- In online events, participation can be encouraged through a quiz, a survey, a call-to-action for comments or ideas, a challenge, or a competition for media products.
- In offline events, the target audience can be actively involved through a quiz, a competition, group discussions, the creation of media products, games, sports, and much more.



A top-down view of a bowl of Thai curry. The bowl is filled with a rich, orange-brown curry sauce. In the center, there is a mound of white rice. Surrounding the rice are various ingredients: sliced red chilies, fresh green basil leaves, cilantro, and pieces of what appears to be chicken or pork. The bowl is placed on a wooden surface, and the background is slightly blurred, showing more of the wooden table and some greenery.

# Time for Lunch

# Activity „Media production and presentation”

Media makers | Multimedia presentation “Events for more media literacy”



## Design your events | Finalize your presentation



**Finalize the multimedia presentation to introduce your event (5-10 minutes).**

- Present to us what you plan and what you want to achieve.
- Test your interactive elements with us.
- Take the opportunity at the end to ask for feedback, tips, and additional ideas.



# Presentation „Events for media literacy“

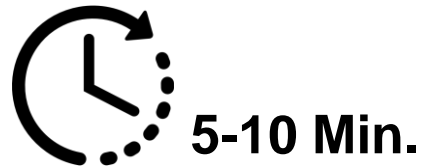
## Ready?

- Present what you have planned
- Test your interactive elements with us.
- At the end, ask for feedback, tips, and gather additional ideas.
- Do you need further support? Let us know what you need.

## Open questions

## Feedback, tips, suggestions

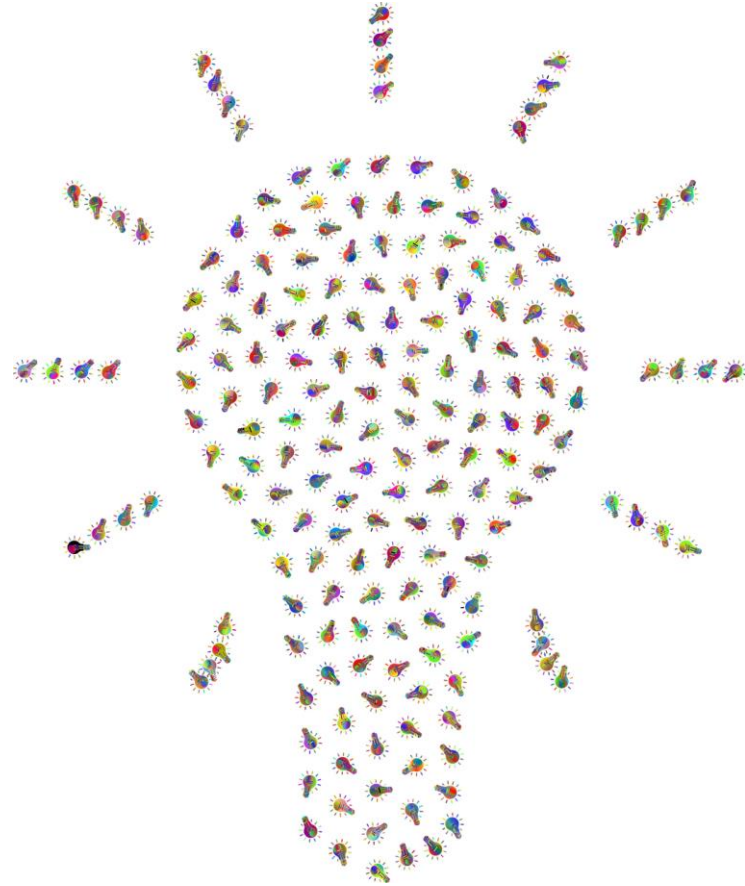
- What do I like?
- Where do I see room for improvement?
- What are my suggestions?



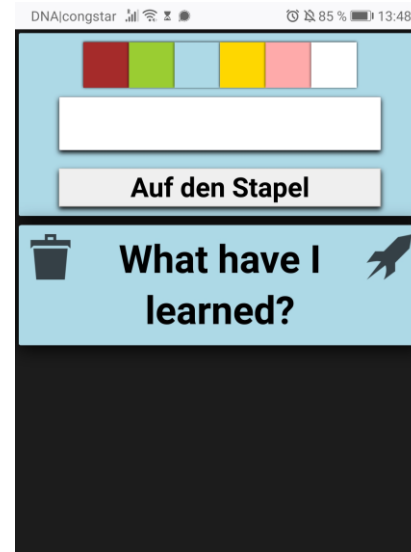
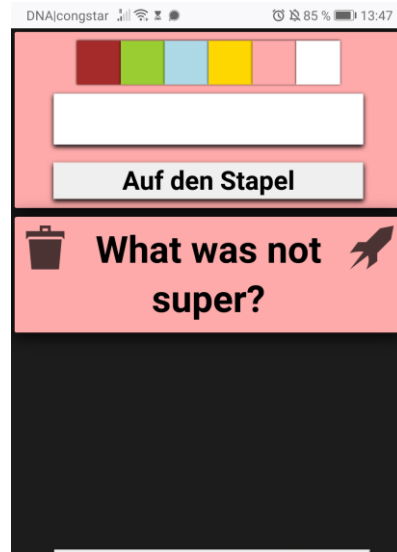
## Activity „Final Pitch“

### Take away

- What we take from the Media Academy is also important for others. There are many different ways in which we, as multipliers, can present and share our newly acquired skills and created media products with our peers. We can support each other in this process.



# How did you like the media academy? Evaluation



# Motivate others! Become a multiplier for media literacy

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