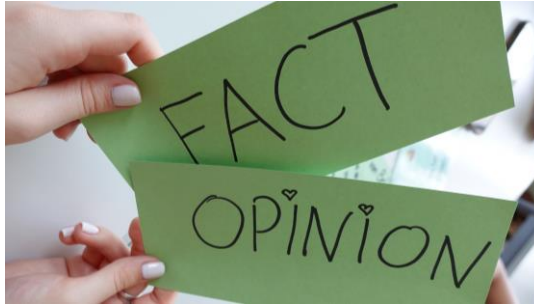


Express yourself! Media and information experiences

Day 1

Media Academy: Strengthening media literacy and social participation

Day 1 | Morning



Afternoon



Media Moves

1 hour

Our media and information experiences

Media Minds °1

1 hour

Our media & information experiences

Media Minds °2

1 hour

Our media & information experiences

Media Makers

2 hours

- Photo-Vox-Pop
“Medien & ich”

Activity „You and the media“

Media Minds^o1 | Exchange! Our media experiences

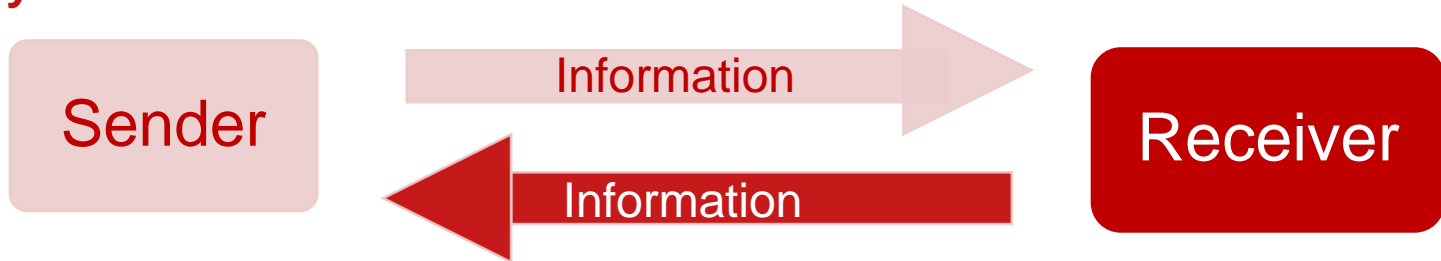
Media are means of communication (e.g. newspaper, radio, television, internet, social media) that transport information between people.

Activity „You and the media“

1. One-way-communication



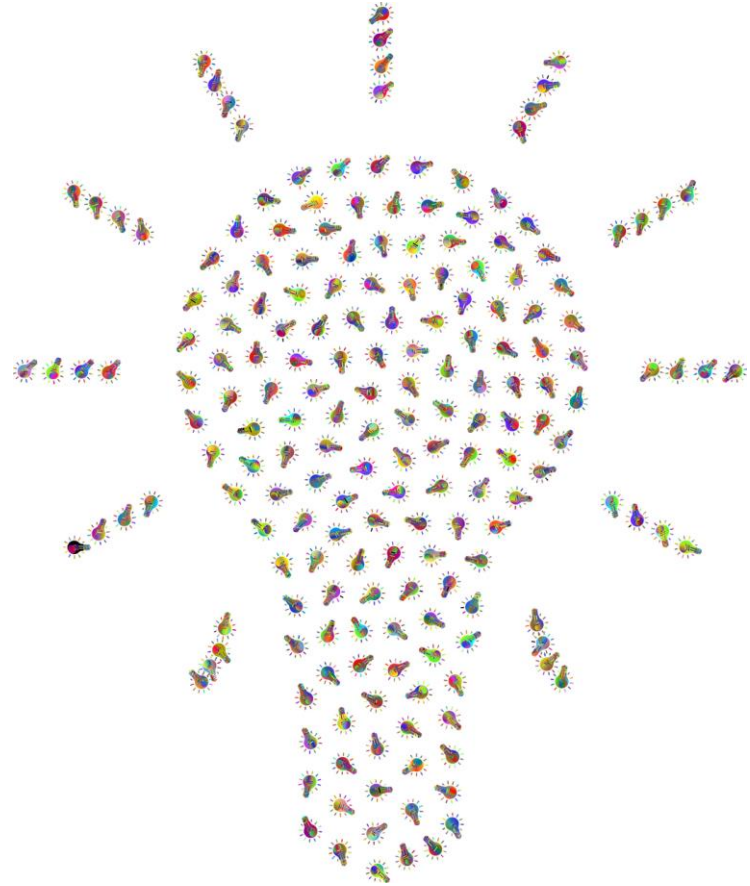
2. Two-way-communication



Activity „You and the media“

Take-away

- Media are channels of communication that transfer information between people.
- There are different types of media.
- It is important to be aware of the potential opportunities and dangers media brings.



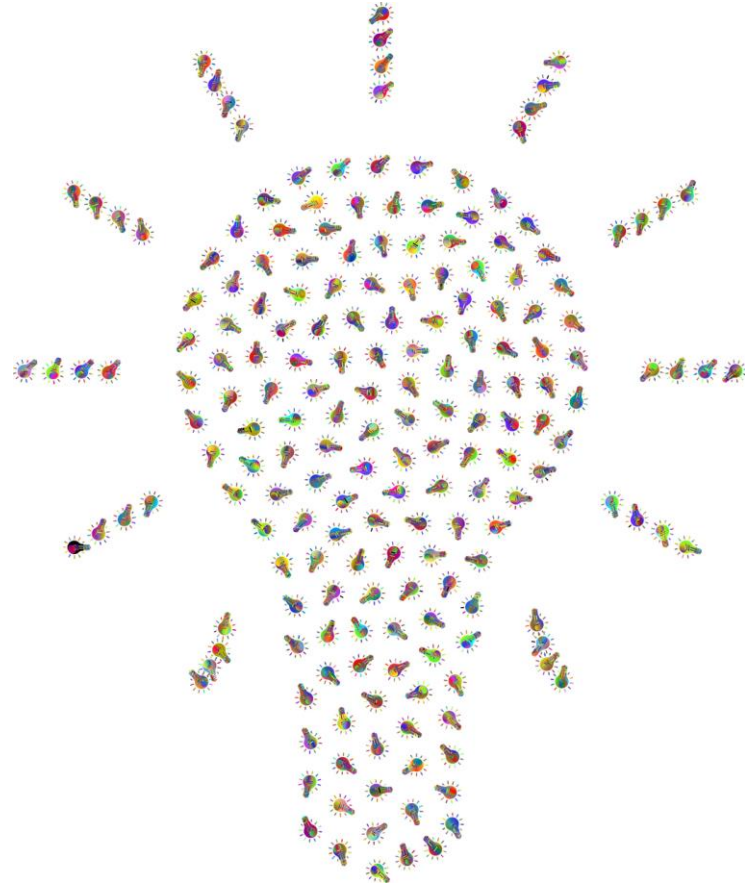
Activity „Characteristics of information“

Media Minds^o1 | Exchange! Our media experiences

Activity „Characteristics of information“

Take-away

- When being shared, information loses accuracy, changes and may become false.
- Sharing inaccurate information makes people partly responsible for its propagation.
- Time pressure hinders people from verifying the information exactly.
- Information has to be assessed critically before sharing.



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 on the saucer and the surface around it. The background is a dark, textured surface. A semi-transparent white triangle is overlaid on the left side of the image, containing the text.

Time for a short break

Activity „Social Media Newsfeed“

Media Minds°2 | Exchange! Our media experiences

Activity „Social Media Newsfeed“



Task for the group work

Exchange your experiences about your newsfeeds. Is it a challenge?

Each group is focusing on one aspect:

- Group 1: Credible posts in your newsfeed
- Group 2: Not credible posts in your newsfeed
- Group 3: Relevant posts in your newsfeed
- Group 4: Not relevant posts in your newsfeed

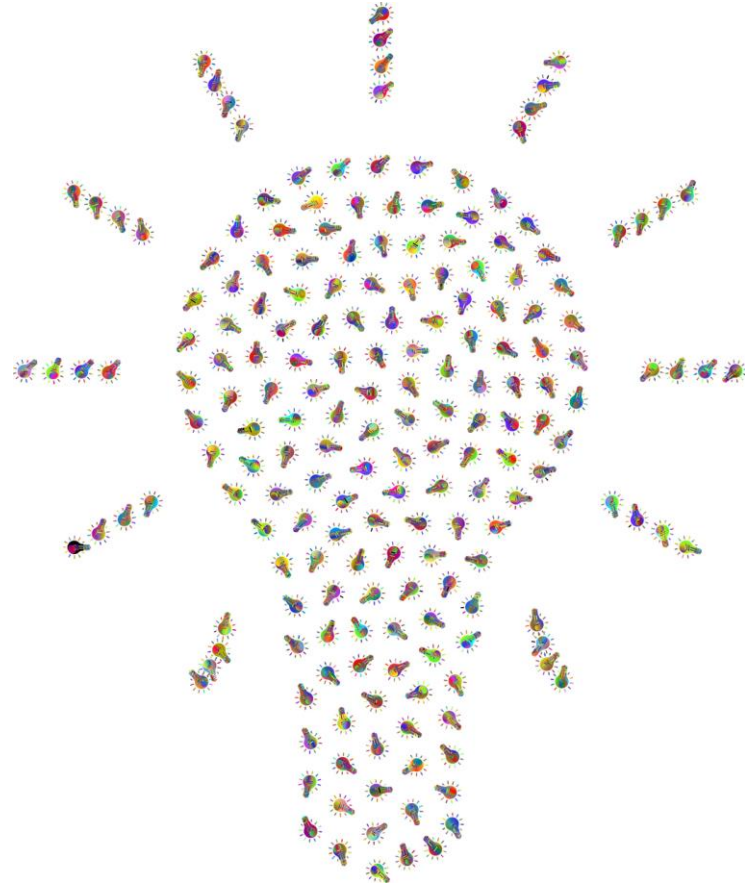
Find three examples and take a screenshot.

Write a keyword for each example on one card to present it.

Activity „Social Media Newsfeed“

Take-away

- The information on social media newsfeeds is selected by an algorithm due to users' interests and is in disorder. The posts are neither controlled nor verified, everybody can publish anything. Professional and non-professional sources are mixed.
- A social media user needs to critically evaluate the information in the newsfeed (relevancy and truthfulness).



Activity „Fact vs. opinion“

Media Minds°2 | Exchange! Our media experiences

Fact or opinion?

A **fact** is generally valid and can be proven true with some **form of evidence**.

An **opinion** is a personal view. It is **subjective** and not universally valid. An opinion is often shaped by feelings or emotions.

Fact or opinion?

Berlin is the best city in Germany.

Fact or opinion?

No other European country has more
neighboring countries than Germany.

Fact or opinion?

iPhones are better than **Android smartphones**.

Fact or opinion?

Every social media user should act responsibly and protect themselves and others.

Fact or opinion?

TikTok is owned by the Chinese state.

Fact or opinion?

Young people like **Selfies on social media.**

Fact or opinion?

A hashtag is **a sign** that is used in social media.

Fact or opinion?

Cyberbullying leaves its mark on reality and is one of the biggest problems especially for students.

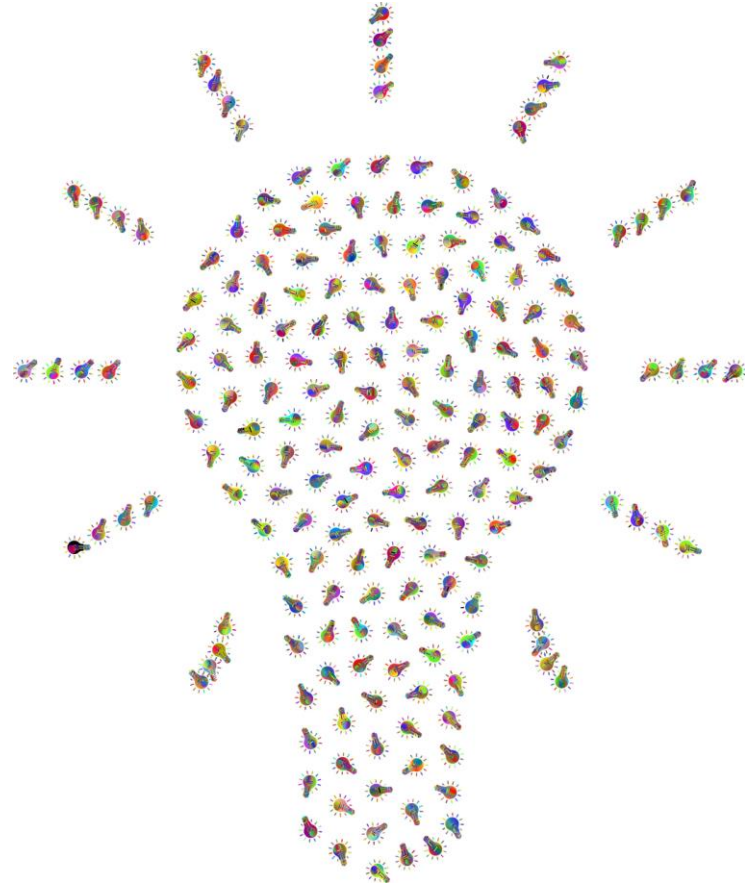
Fact or opinion?

The first **Women's world cup** was held in 1991 in China, marking a significant milestone for women in soccer.

Activity „Fact vs. opinion“

Take away

- To be well informed, it is necessary to distinguish between facts and opinions.
- While facts are objective and generally verifiable, opinions are subjective and not objectively verifiable. Opinions contain someone's view or judgement.
- In media, facts and opinions can be mixed, and especially social media (as a tool for expression) contains many opinions that are not clearly labeled as such.



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 floats on the surface of the liquid. The cup sits on a matching white saucer with a gold rim and a floral pattern. Several other daisies are scattered on the saucer and the surface around it. The background is a dark, textured surface.

Time for a short break

Activity „Communication“

Media Moves | Express yourself! Media and information experiences

A top-down view of a bowl of Thai curry. The bowl is filled with a thick, orange-colored 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 fish. 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 preparation”

Media Makers | Photo Vox-Pop “Media & Me”

Activity „Media preparation“ – Photo Vox-Pop

Planning

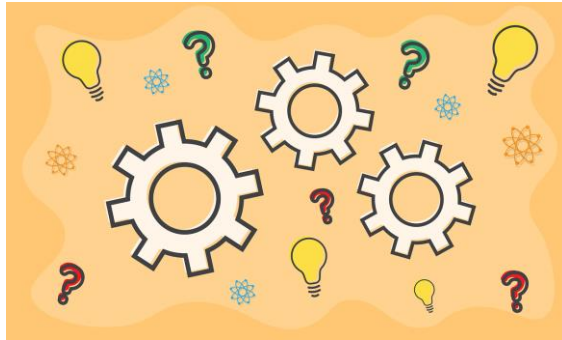
- Brainstorm ideas
- Choose the best idea
- Plan the concept
- Check the concept
- Prepare the production

Production

- Distribute roles and responsibilities
- Produce according to the plan
- Stay flexible

Postproduction

- Look at productions and select
- Further editing and improving
- File the photos

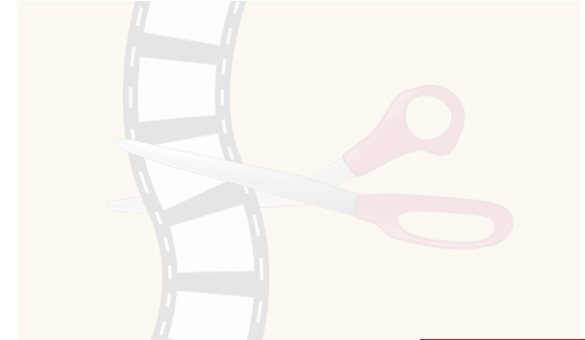
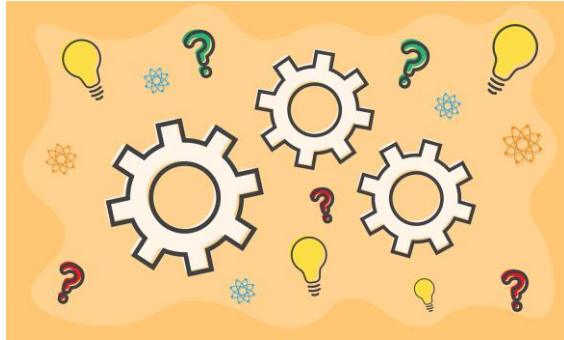


Activity „Media preparation“ – Photo Vox-Pop

Plan

Using the worksheet, plan a photo vox pop with 3 photos that answer the following questions:

- What media do I use to get informed? (Photo 1)
- What do I like about it? (Photo 2)
- What I do not like about it? (Photo 3)



(1) What media do I use to get informed?



(2) What do I like about it?



(3) What I do not like about it?



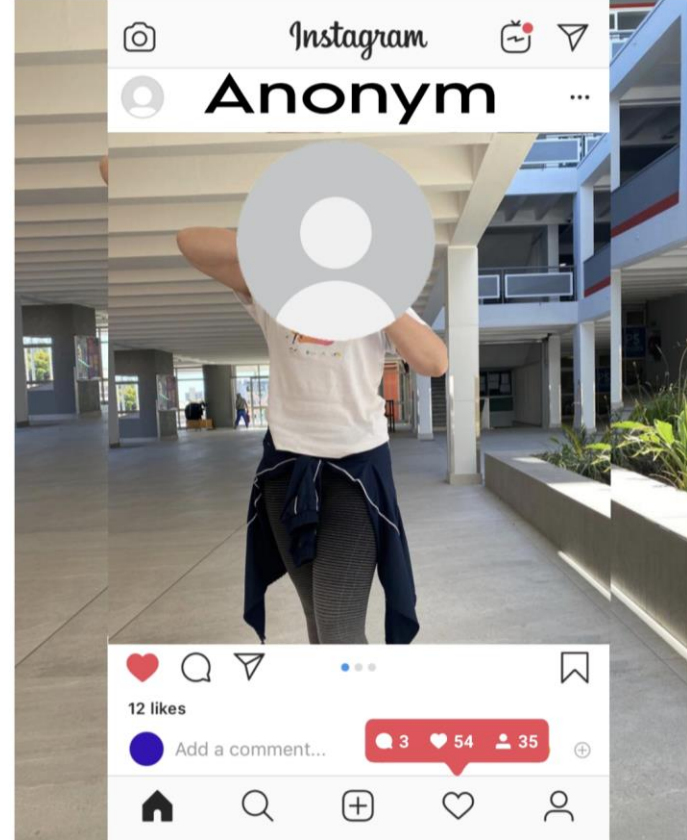
(1) What media do I use to get informed?



(2) What do I like about it?



(3) What I do not like about it?

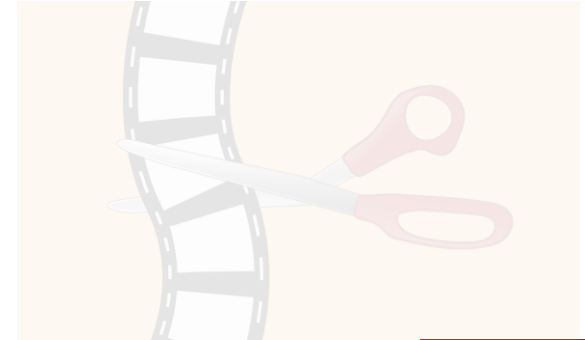


Activity „Media preparation“ – Photo Vox-Pop

Production

Tips and composition rules

- Background
- Light
- Contrast
- Rule of third





<https://citymagazine.si/en/basic-rules-of-composition-in-photography/#jp-carousel-151342>



Composition rule **contrast**



<https://expertphotography.com/figure-to-ground-photography-composition/>

A woman in traditional Burmese attire, including a gold and green headdress and jewelry, holding a lit candle. The image is partially obscured by a grey geometric shape in the foreground.

Composition rules

background & contrast & light



<https://nelloseman.com/composing-a-wide-shot/>



Composition rules
rule of third & light

<https://nelloseman.com/composing-a-wide-shot/>



<https://expertphotography.com/improve-your-composition-the-rule-of-thirds/>



Composition rules

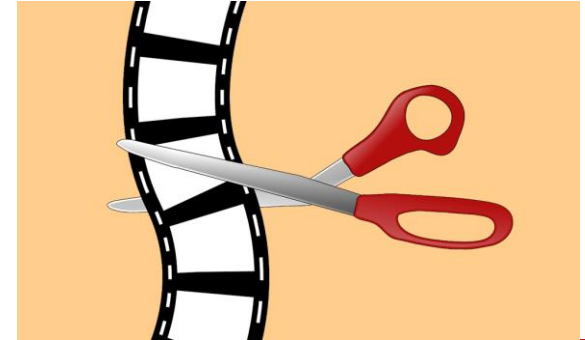
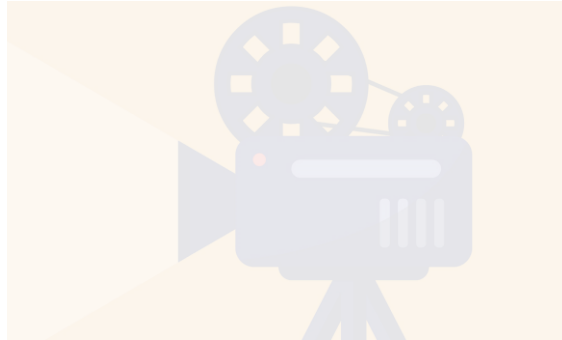
rule of third & background

Activity „Media production“ – Photo Vox-Pop

Post-Production

Editing a photo and adding text, with camera or applications:

- Cropping
- Contrast / Colors / Filters
- Text layers / Speech bubbles
- Save it. Transfer all for the presentation.





Save.

How do we transfer the photos?

Activity „Media production”

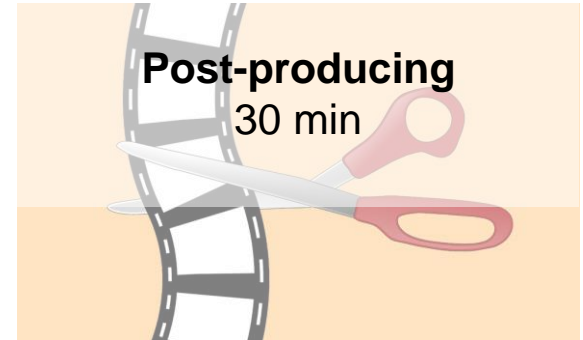
Media Makers | Photo Vox-Pop “Media & Me”

Activity „Media creation“ – Photo Vox-Pop

Task

Let us create a photo-vox-pop-album answering the following questions:

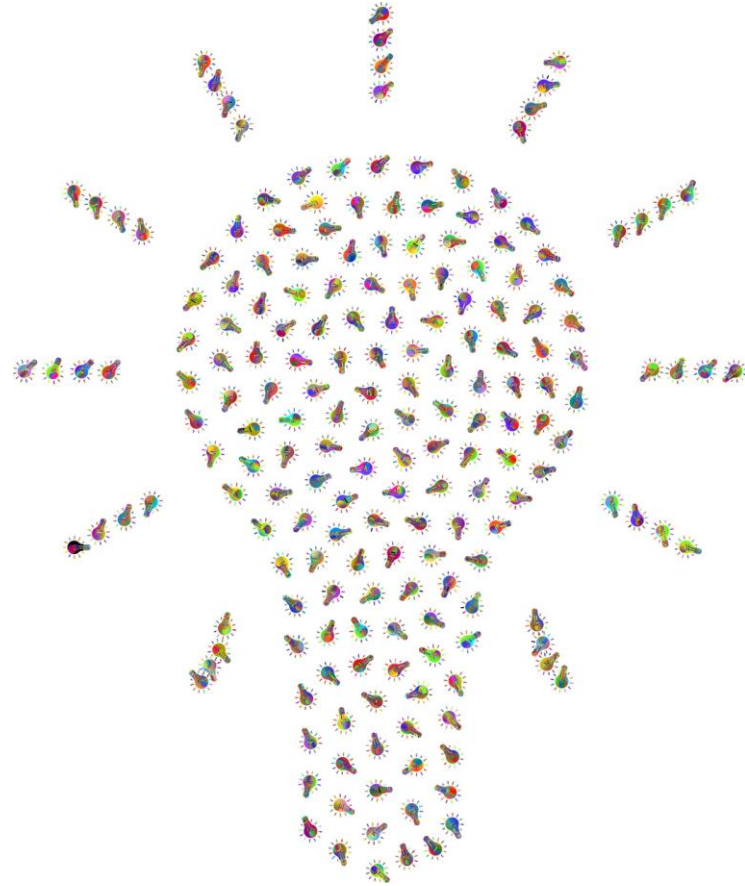
- What media do I use to get informed? (Photo 1)
- What do I like about it? (Photo 2)
- What I do not like about it? (Photo 3)



Activity „Media preparation & media creation“

Take away

- To produce meaningful photo-vox-pops, it is important to plan the (visual) messages, apply basic compositions rules and use post-production techniques to make the message clear.
- Media is a tool for expression. Producing media is fun, strengthens creativity and team work.



Activity „Media presentation”

Media Makers | Photo Vox-Pop “Media & Me”

Activity „Media presentation“

Why is constructive feedback important?

- Appreciate the achievements
- Learn from each other
- Identify areas for improvements
- Exchange suggestions about how to improve

How do we give and receive constructive feedback?

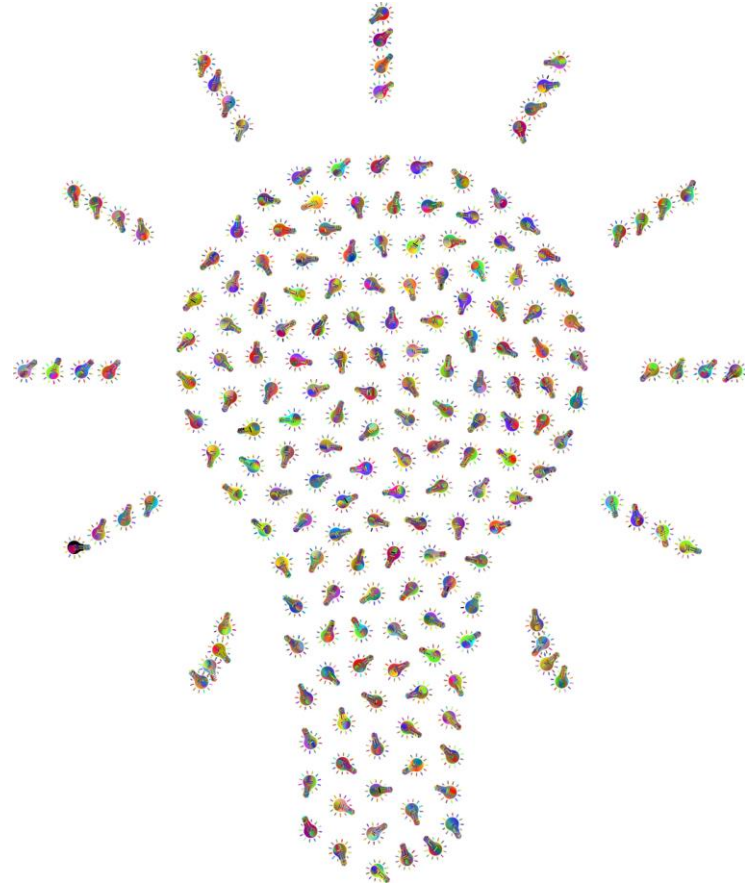
- What do I like?
- Where do I see room for improvement?
- What are my suggestions?



Activity „Media presentation“

Take-away

- Through providing and receiving constructive feedback, achievements, room for improvement and further suggestions are addressed to encourage personal growth and learning from each other.



Express yourself! Media and information experiences

Day 1

Media Academy: Strengthening media literacy and social participation