



40 min.

MEDIA LITERACY

IN THE BALTICS

Kā veicināt informatīvo noturību demokrātiskā sabiedrībā?

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 Latvijas Nacionālā bibliotēka



IREX in the Baltics

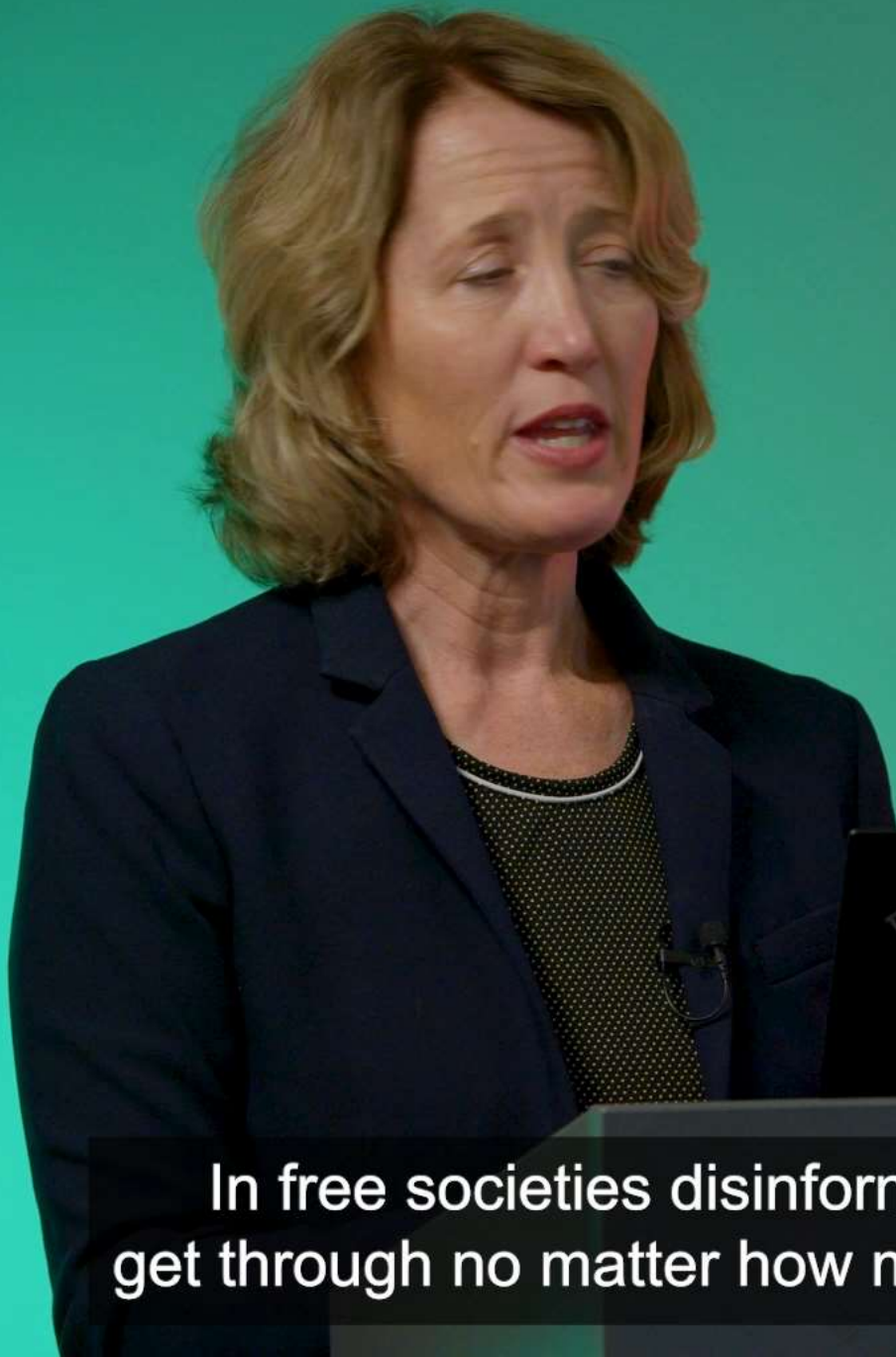


IREX un **informatīvā noturība**

Kas ir IREX?

- IREX ir globālās attīstības un izglītības organizācija, kura tiecas veidot taisnīgāku, labklājīgāku un iekļaujošāku pasauli
- Kopš 2019. gada decembra IREX ir neliels Baltijas birojs Rīgā, kas īsteno ASV Valsts departamenta Baltijas Medijpratības programmu
- Organizācija strādā 100 pasaules valstīs. IREX prezidente ir Kristina Lorda jūnijā pirmo reizi viesojās Latvijā





In free societies disinformation will always get through no matter how many times we tweak

IREX “Learn to Discern” pieeja

Stiprināt pilsoņu noturību
pret dezinformāciju

Atpazīt naida runu un
manipulāciju

Izprast informācijas
uztveres principus

Skaidrot sabiedrības
veselības “infodēmijas”



Novērst vardarbīgo
ekstrēmismu

Viedot noturību pret
sabiedrības polarizāciju

Sagatavot jaunās paaudzes
digitālajai nākotnei



Ukrainas **piemērs**: Learn to Discern

LEARN TO DISCERN IN UKRAINE



SCHOOLS



Media literacy integration:
development of educational materials

Teacher trainings

HIGHER EDUCATION



Training programs for teachers at in-service and pre-service training institutes

Integrating media literacy into new educational modules

CITIZENS



Very Verified
Support for FILTER project (MCIP)

DECISION MAKERS



Enhancing media literacy of decision makers (civil servants, policy makers and others)

IDPs, REFUGEES

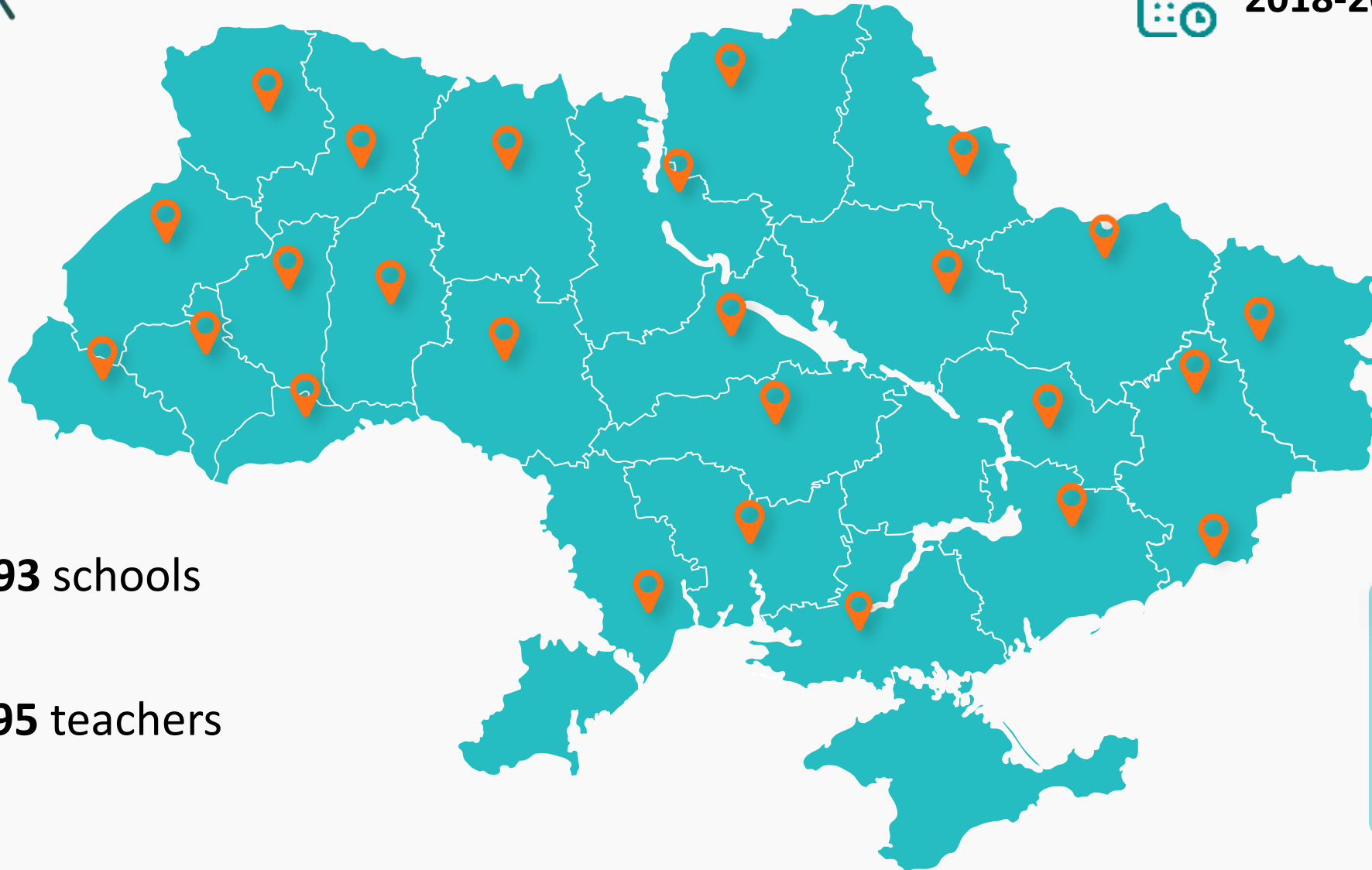


Resistance to influences through working with volunteers

Learn to Discern in Schools



2018-2021



1293 schools



3295 teachers



Schools

Deep fake with Volodymyr Zelensky

Fake statements calling on the Ukrainian people to lay down their arms



Russia hacked Ukrainian television, claiming Zelensky had surrendered “Ukrainians! Dear defenders! It turned out that being a president is not such an easy task.. I have to make a hard decision...”

Mikael Thalen 
@MikaelThalen



A deepfake of Ukrainian President Volodymyr Zelensky calling on his soldiers to lay down their weapons was reportedly uploaded to a hacked Ukrainian news website today, per [@Shayan86](#)



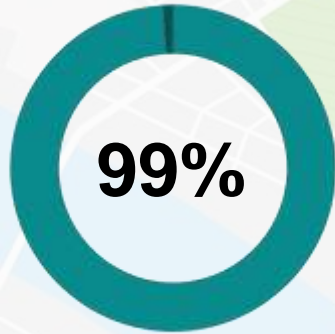
4:53 PM · Mar 16, 2022



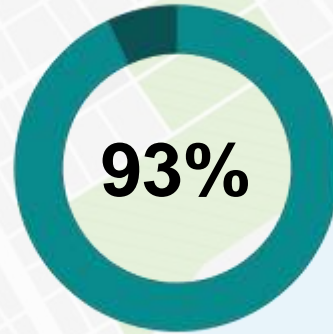
L2D methodology is proving vital during the war in Ukraine

Of L2D teachers surveyed:

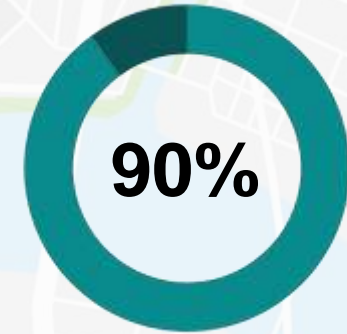
All answers; n=354



report that L2D helped them navigate the information space during the war.



discussed the topic of media and information literacy at least once since the invasion with students, partners, and others.



helped other people (family, friends, and colleagues) analyze information.



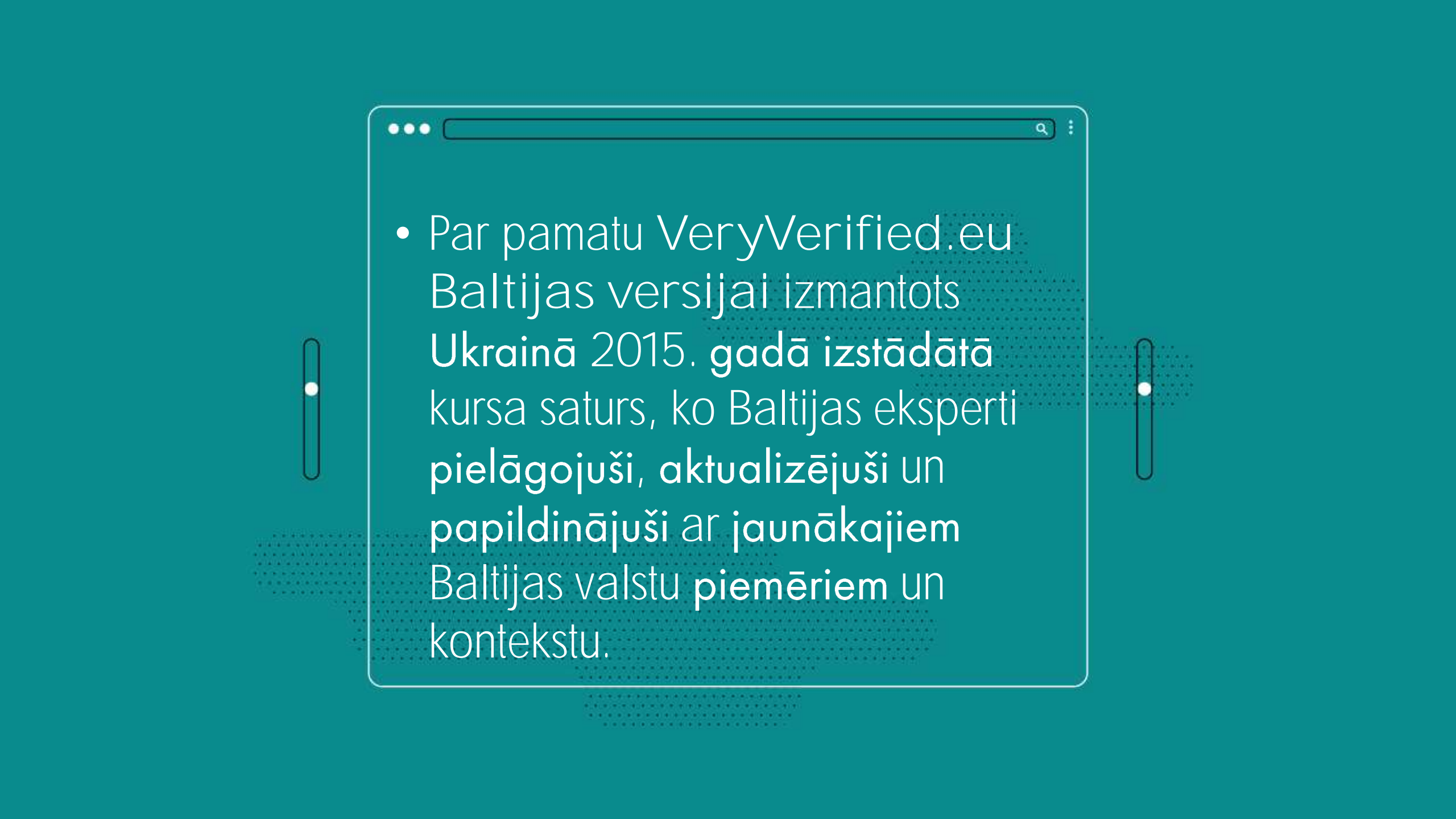
“I’ve been fighting online – I was striking hostile YouTube channels, reporting hostile pages on social networks and messengers, posting true information about the war on the pages of educational, cultural, and Russian science institutions on Google Maps, etc. I was trying to involve as many educators as possible in this process.”

– L2D Ukraine teacher.

VeryVerified.eu

- VeryVerified.eu Baltijas **valstīm** – īpaši mediju lietotājiem Igaunijā, Latvijā un Lietuvā izveidots tiešsaistes kurss medijpratībā. Tas ir pieejams piecās valodās – igauņu, latviešu, lietuviešu krievu un angļu.

- **Mērķis:** likt jauniešiem (un ne tikai) apzināties un izvērtēt informācijas plūsmu savā ikdienā un uzlabot prasmes dezinformācijas un propagandas atpazīšanā un novēršanā.

- 
- Par pamatu VeryVerified.eu Baltijas versijai izmantots Ukrainā 2015. gadā izstādātā kursa saturs, ko Baltijas eksperti pielāgojuši, aktualizējuši un papildinājuši ar jaunākajiem Baltijas valstu piemēriem un kontekstu.

Mācību formāts



Espresso

Līdz 5 minūtēm

Maza kafijas krūze ar kodolīgiem aprakstiem un vizuālajiem materiāliem



Kapučīno

Līdz 15 minūtēm

Detalizēti video un raksti, ko baudīt kopā ar krūzīti kapučīno



Latte

Vairāk nekā 15 minūtes

Padziļināti apraksti un intervijas. Paņem lielu kafijas krūzi un izbaudi!

1. nodaļa - mediju vide

Satura veidi

Fakti un viedokļi

Emocionālā iesaiste

Digitālā labbūtība



2. nodaļa - tradicionālie mediji

Komerčiālie mediji

Sabiedriskie mediji

Redakcionālie lēmumi

Preses brīvība



3. nodaļa - sociālie mediji

Algoritmi

Influenceri

Datu aizsardzība

Kognitīvie aizspriedumi

Reklāmas ietekme



4. nodaļa – manipulācija

Dezinformācija, kļūdaina un
kaitnieciska informācija

Sensacionāli virsaksti

Manipulatīvi foto un video

Faktu pārbaude



5. **nodala** - ko es varu **darīt**?

Kopsavilkums

Medijpratības ieteikumi

Care before you share

Digitālais detokss

Arī jūs varat iesaistīties – apgūstot kursu VeryVerified.eu individuāli, kā arī kļūstot par medijpratības treneriem



Resurss Eiropas **universitātēm**
**“Resilience on the Front Lines: Russia’s
Global Information War on Ukraine”**

Lecture Guide “Resilience on the Front Lines: Russia’s Global Information War on Ukraine”

Objectives:

- Inform the audience about the key tactics, instruments, and narratives used by Kremlin propaganda before and during the war in Ukraine and explain their real-world impact
- Present Ukraine’s experience in dealing with disinformation
- Encourage critical evaluation of messages about the war in Ukraine and brainstorm ways to combat Kremlin disinformation



Structure of the guide

Resilience on the Front Lines: Russia's Global Information War on Ukraine

About the lecture

This lecture is designed for university instructors, researchers, students, and other representatives of the academic community who are involved in conducting sessions about the information war in Ukraine or would be interested in doing so.

It provides a brief overview of the goals, tactics, and key narratives of Kremlin disinformation before and during the war. In particular, the guide is structured around three groups targeted by the Kremlin propaganda: Ukrainian, Russian, and Western audiences. The guide also highlights some of the Ukrainian initiatives, projects, and tools developed to build resilience and counter disinformation.

The guide comes with a series of case studies and presentation slides to support the conduct of the session and make it interactive and engaging. If conducted in full as planned, the session will last **approximately 90 minutes**. The guide is designed to be adaptable, and some case studies **may be omitted** depending on the focus of the session and the academic goals of the instructor/presenter.

Although the guide was written primarily for the foreign academic community, any individual or group organizing informational and/or awareness-raising events about the war in Ukraine will find useful information and practical insights in this guide.

Notes for the lecturer

This is a brief overview of goals and tactics of Kremlin disinformation before and during the war. The Kremlin continues to justify its aggression and violations of international law by promoting false narratives and curating disinformation for various audiences. What we have discussed today is just the tip of the iceberg. We believe that the best approach to mitigate its effect is to improve societies' abilities to recognize and respond to disinformation. We hope that this guide will help you recognize Kremlin disinformation and stay alert during the ongoing information war.

This lecture was created through a partnership between the Learn to Discern (L2D) project, which is implemented by IREX, and Filter, the national media literacy project of the Ministry of Culture and Information Policy of Ukraine. Both projects receive support from the UK's FCDO Countering Disinformation and Media Development Programme. The content of this lecture does not necessarily reflect the views of or represent the official positions of the Government of the United Kingdom, Government of Ukraine, or IREX.



Foreign, Commonwealth
& Development Office



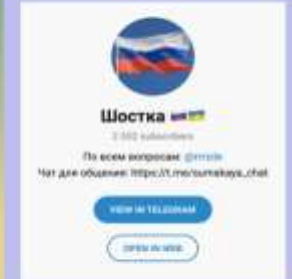
Національний проект
з медіаграмотності

Tactics

1.) Fake Telegram Channels

"Russian soldiers said what locals in Ukraine ask for in humanitarian aid."

They ask for yeast. Well and I've brought some bread with me now. We're planning to bring medicine, and a medic will examine what groups of medicine are needed – said a Sergeant of the Russian army named Maksim"



Another fake channel, for the city of Shostka

2. Unite the nation around common enemies – the West and NATO

- The Kremlin pushes the notion that Western civilization is collapsing due to its support for liberal movements such as LGBT rights and feminism.
- By forming a "values"-based disinformation narrative built on the concepts of conservatism and "family values," supported by the Russian Orthodox Church, Russia argues it serves as a moral counterweight to the moral decay and "decadence" of the West.




Content of the guide

- Four main sections:
 - Kremlin propaganda in Ukraine
 - Kremlin propaganda in Russia
 - Kremlin propaganda in the West
 - Ukrainian initiatives to counter Kremlin propaganda
- Case studies: a wide range to choose from
- Exercises and optional activities
- Presentation slides
- Approximate duration: up to 90 minutes
- Possible follow-up activities (joint sessions, Q&A, guest speakers etc)

Case study. Attempts to manipulate Russians

Alena Smirnova ▶ СИЛА В ПРАВДЕ
22h · 🌐



Нравится [profile picture] и еще 124

Вот они настоящие мародеры, которые технику выносят, петухов по городам ловят и по гражданским стреляют - вооруженные силы Украины.

Смотреть все комментарии (12)

👍👎👏 24 9 Comments 3 Shares

“Here they are, the real looters, that take out the appliances, ... and shoot civilians – the armed forces of Ukraine.”

Nonna Fediunina
17 квітня о 16:55 · 🌐

Трогательное фото. Украинские военные спасают стиральную машину. Ждём посты «русские солдаты мародеры» 😭😭😭



“What a touching photo. Ukrainian soldiers are stealing the washing machine. Looking forward to the posts like “Russian soldiers are looters.”

Case study. Attempts to manipulate Russians



AP

Ukrainian servicemen carry a washing machine as they help to relocate goods from a destroyed by shelling market in Kharkiv, Ukraine, Tuesday, March 15, 2022. (AP Photo/Andrew Marienko)

Kremlin propaganda in Ukraine

Kremlin propaganda goal: dividing Ukrainians

Since 2014, Russia is justifying aggression under the premise of “protecting the rights of the Russian-speaking population in Ukraine.”

DISINFO: RUSSIAN LANGUAGE IS ENTIRELY FORBIDDEN IN UKRAINE

SUMMARY

The Russian language was cancelled entirely in Ukraine: education in Russian was cancelled, the media in Russian was cancelled.

PUBLICATION/MEDIA

→ [60 minut @Rossiya 1 - YouTube \(Archived\)](#)

False claims that Russian has been outlawed entirely in Ukraine.

The Kremlin divides Ukrainians into a loyal majority of “Little Russians, and a minority of “nationalists” ruled by politicians corrupted by Western influence

Kremlin propaganda in Russia

Demonstration of the case. Tactics of Kremlin propaganda

Historical Revisionism

‘Brotherhood’/’one people’ narrative:

- ‘Russia is Ukraine’s elder brother’
- Ukraine is diverting from the family, we must show them the true path



Russian propagandists created a cartoon depicting Kolya (that symbolizes Ukraine) and Vanya (symbolized Russia) as brothers

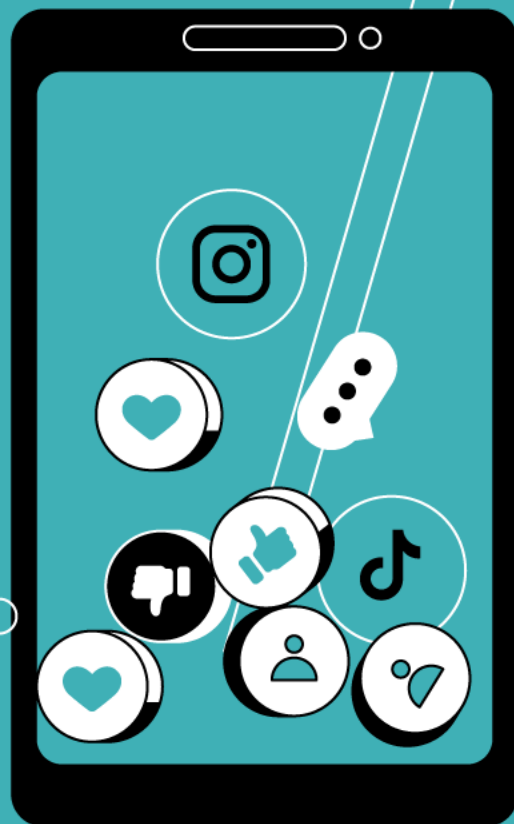
Jautājums bija:

Kā veicināt informatīvo noturību demokrātiskā sabiedrībā?



Mūsu atbilde: **Informatīvā noturība** ir katra **informācijas patērētāja atbildība**. Mēs varam **piedāvāt rīkus**, lai **veicinātu kopējo informatīvo noturību**.

Paldies!



Sarunas turpināšanai:
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IREX in the Baltics Facebook
un Instagram



IREX