

## **Media Literacy and Democracy: Baltic Perspective**

Intensive program at Vidzeme University of Applied Sciences in partnership with University of Minnesota - Morris

June 19 – 30, 2018, Valmiera, Latvia, <http://biss.va.lv>

Our values, attitudes, and behavior are constantly tested by disinformation, fake news, attempts of spinning and twisting the reality and defining normality. They are often difficult to grasp and their relationship to various political, economic, or personal agendas initially may seem unclear. The aim of this intensive program is to make students more perceptive media users and content producers, able to take an analytical and critical approach towards their media use. During this course, students will improve their civic online reasoning skills and become better equipped to critically analyze media messages, understand how propaganda and disinformation are built and spread among various media audiences, and create their own stories about how to strengthen people's resistance towards disinformation campaigns and hostile information operations. The course also focuses on issues of cultural diversity and media representation of marginalized groups.

The course credits: 3 ECTS (6 ECTS for US students).

The requirements: attendance of all lectures and seminars, and participation in the group project (four individual and collaborative blog postings, production and presentation of a short video).

Grading: pass/fail.

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### **Preliminary programme**

#### **Tuesday, June 19 Opening ceremony and keynotes**

1. "Media literacy initiatives at Vidzeme University of Applied Sciences", Dr.hist. Gatis Krūmiņš, Rector.
2. Welcome notes by BISS 2018 partners and friends (TBD).
3. "EU's strategic communications vis-à-vis it's Eastern Neighbourhood", Jānis Rungulis & Anneli Kimber, EU's East Stratcom Task Force.
4. "Media literacy of micro-celebrities in Estonia", PhD Andra Siibak, Professor of Media Studies, University of Tartu.
5. Orientation session and teambuilding activities.

### **Wednesday, June 20. Strategic Communication.**

1. Workshop "Strategic communication in practice", Jānis Rungulis & Anneli Kimber, EU's East Stratcom Task Force.
2. Workshop "How manipulative audio-visual content is built", Dr. sc. comm Solvita Denisa-Liepniece, Assistant professor at Faculty of Society and Science, Vidzeme University of Applied Sciences.
3. Social program (TBD).
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### **Thursday, June 21. Populism, propaganda, and disinformation.**

1. Workshop "Populism and media", Associate professor, Dr. Renata Matkeviciene, Head of Corporate Communication Research Department, Faculty of Communication, University of Vilnius.
2. Workshop "The current trends regarding fake news", Dr. sc. soc. Anda Rožukalne, Associate professor and Head of the Department of Communication Studies at Riga Stradiņš University.
3. Social program: Traditional celebration of Summer Solstice.

### **Friday, June 22. Critical thinking and information quality.**

1. Lecture "Customised information environments", PhD Agnese Dāvidsone, Assistant professor at Faculty of Society and Science, Vidzeme University of Applied Sciences.
2. Lecture "The blurred line between journalism and PR", PhD Barbara Ruth Burke, Associate professor at Communication, Media and Rhetoric Department, University of Minnesota-Morris.
3. Workshop "Fact-checking: the process and tools", Lote Lārmane, Multimedia editor at the Baltic Center for Investigative Journalism Re:Baltica & Elga Sīle, Freelance multimedia journalist.
4. Social program (TBD).

### **Saturday, June 23.**

1. Workshop "Multimedia laboratory equipment", PhD Barbara Ruth Burke, Associate professor at Communication, Media and Rhetoric Department, University of Minnesota-Morris.
2. Lote Lārmane, Multimedia editor at the Baltic Center for Investigative Journalism Re:Baltica & Elga Sīle, Freelance multimedia journalist.
3. Social program (TBD).

### **Sunday, June 24**

4. Workshop "Script writing and video production planning", Fulbright Specialist, Helen de Michiel, producer, director and writer at Thirty Leaves Production.
5. Social program (TBD).

### **Monday, June 25. Media, integration and participation.**

6. Lecture "Social media as a space for propaganda", Dr.sc.comm. Jānis Buholcs, Assistant professor at Faculty of Society and Science, Vidzeme University of Applied Sciences.
7. Lecture "Democratic literacy, participation and non-governmental organizations", PhD Pille Pruulmann-Vengerfeldt, Professor at Faculty of Culture and Society, Malmo University.
8. Workshop "Media representation, power and marginalized groups" (TBD).
9. Social program (TBD).

**Tuesday, June 26 - Friday, June 29. Scenarios, video shooting, and editing.**

1. Multimedia group works and tutoring sessions.
2. Social program (TBD).
3. Latvia's 100th anniversary Celebration: Learning culture and language.

**Saturday, June 30. Celebration of the results.**

1. Presentation of the final project.
2. Reflection on the experience.
3. Closing ceremony.
4. Departure.