

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”

Lucas, E., Pomeranzev, P. (2016). *Winning the Information War: Techniques and Contr-strategies to Russian Propaganda in Central and Eastern Europe*, CEPA, p. 4.

Context: hybrid warfare



Propaganda as tool of influence



Media Literacy + Critical Thinking



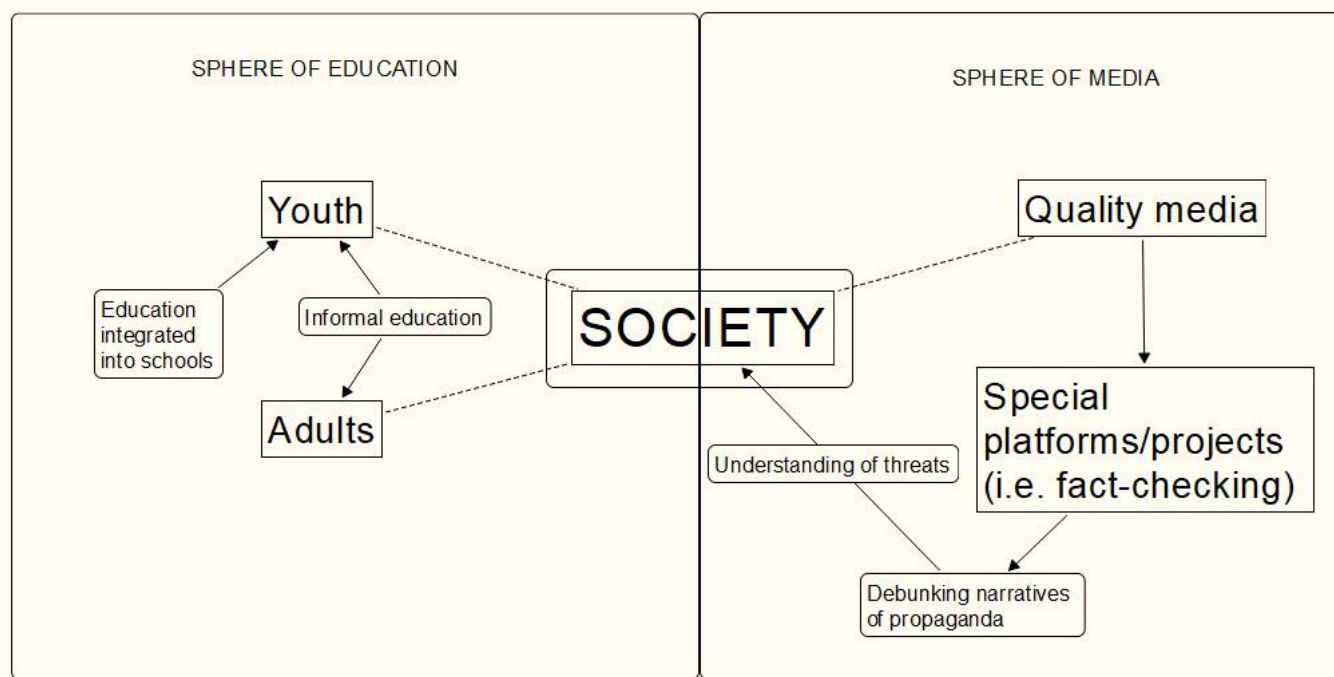
Research

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

Ranking of measures

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

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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