Training Course on Media Literacy Education

Professional Development Training Course Outline

Category	Library Institute	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's hyper-connected world, where information cascades from countless sources, **media literacy** has emerged as a **critical 21st-century skill**. Training Course on Media Literacy Education empowers individuals to **critically analyze, evaluate, and create media content**, fostering **responsible digital citizenship** and resilience against **misinformation and disinformation**. Participants will gain invaluable tools to navigate the complex information ecosystem, understand media's influence on society, and become discerning consumers and ethical producers of information.

The proliferation of **digital media platforms** and the rise of **AI-generated content** necessitate a fundamental shift in how we engage with information. This program addresses the urgent need for enhanced **digital literacy**, equipping learners with the capacity to identify bias, verify facts, and understand algorithmic impacts. By cultivating a proactive approach to media consumption and creation, this course aims to build informed communities capable of fostering a healthy and vibrant public discourse in the **digital age**.

Programme Curriculum

Training Course on Media Literacy Education

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Course Objectives

Upon completion of this Media Literacy Education training course, participants will be able to:

1. Critically analyze the intent, production, and impact of various media forms, including **social media**, **news, and entertainment**.
2. Develop robust strategies for **fact-checking**, source verification, and recognizing manipulative tactics like **deepfakes** and **propaganda**.
3. Discern different types of media bias, including political, commercial, and cultural biases, and their influence on narratives.
4. Apply systematic approaches to assess the reliability and authority of information sources across diverse platforms.
5. Comprehend how **algorithms** shape content consumption and impact individual and societal perspectives.
6. Implement best practices for protecting personal data and understanding digital footprints in the **online environment**.
7. Develop skills in producing responsible, accurate, and ethical media content, fostering positive **digital communication**.
8. Understand the rights and responsibilities associated with online participation and contribute to a healthier **digital ecosystem**.
9. Explore the role of media in shaping public opinion, cultural norms, and democratic processes.
10. Enhance cognitive abilities to question, evaluate, and synthesize information from multiple perspectives.
11. Recognize how media represents different cultures and promotes or hinders **diversity and inclusion**.
12. Leverage media tools and platforms for advocacy, community building, and addressing social issues.
13. Remain agile and informed about new media trends, **artificial intelligence (AI)** in media, and their implications.

Organizational Benefits

- Employees with strong media literacy skills are better equipped to evaluate information, reducing the risk of acting on false or misleading data.
- A media-literate workforce is less susceptible to scams, phishing, and misinformation, safeguarding organizational reputation and data integrity.
- Employees can effectively identify and challenge inaccurate internal communications or external information that could impact productivity or morale.
- Time saved from sifting through unreliable information can be re-allocated to productive tasks, leading to greater efficiency.

- Awareness of digital manipulation and online threats directly contributes to a more secure organizational environment.
- By critically analyzing existing media and information, employees can identify gaps and opportunities for new solutions and creative content.
- Equips employees to responsibly and effectively communicate externally, acting as informed brand ambassadors.
- Protects the organization from targeted disinformation attacks that could harm its image, operations, or market standing.

Target Audience

1. Educators and Teachers.
2. Journalists and Media Professionals
3. Communication and Public Relations Specialists
4. Government and Public Sector Employees.
5. Community Leaders and Activists.
6. Parents and Guardians
7. General Public and Engaged Citizens
8. Corporate Professionals

Course Outline

Module 1: Foundations of Media Literacy

- Defining Media Literacy.
- Types of Media
- The Power of Media.
- Key Media Concepts.
- Introduction to Media Ethics.
- Case Study: Analyzing a historical political advertisement to deconstruct its persuasive techniques and target audience.

Module 2: Decoding Information & Misinformation

- Fact vs. Opinion vs. Bias.
- Identifying Misinformation and Disinformation.
- Source Verification Techniques.
- Understanding Logical Fallacies
- The Spread of Viral Content
- Case Study: Examining a recent viral "fake news" story, tracing its origins, identifying its inaccuracies, and discussing its real-world impact.

Module 3: Media Bias and Critical Analysis

- Types of Media Bias
- Analyzing News Sources.
- Understanding Editorial Agendas
- Media Ownership and Influence.
- Critical Questioning of Media.
- Case Study: A comparative analysis of how two ideologically opposed news organizations covered the same major political event, highlighting framing and language differences.

Module 4: Digital Citizenship and Online Safety

- Responsible Online Behavior
- Online Privacy and Data Security.
- Digital Footprint Management.
- Recognizing Online Scams and Phishing.
- Promoting Digital Well-being
- Case Study: Exploring the consequences of a data breach or online identity theft, emphasizing prevention and recovery strategies.

Module 5: Social Media Literacy

- The Architecture of Social Media
- Building a Personal Brand Online
- Influencers and Persuasion.
- Echo Chambers and Filter Bubbles.
- Engaging in Constructive Online Dialogue.
- Case Study: Analyzing a political or social movement that gained traction through social media, examining its strategies, successes, and challenges related to information dissemination.

Module 6: Understanding AI and Emerging Media

- Introduction to Artificial Intelligence in Media
- Deepfakes and Synthetic Media
- The Future of Information.
- Ethical Considerations of AI in Media
- Adapting to Technological Shifts
- AI-generated content (e.g., AI-written articles, deepfake videos) and discussing the challenges of discerning authenticity.

Module 7: Media Production and Ethical Storytelling

- The Production Process.
- Elements of Visual and Audio Storytelling
- Ethical Considerations in Content Creation.
- Copyright and Intellectual Property
- Creating Responsible Media
- Case Study: Analyzing a journalistic piece or documentary for its ethical considerations, representation of subjects, and adherence to factual reporting.

Module 8: Media Literacy for Advocacy and Civic Engagement

- Media's Role in Democracy.
- Using Media for Advocacy.
- Understanding Public Opinion and Polls
- Media and Social Justice.
- Becoming a Media-Literate Advocate
- Case Study: Analyzing a successful social advocacy campaign that effectively utilized media to achieve its goals, examining its strategies and impact.

Training Methodology

This Media Literacy Education course employs a dynamic and interactive methodology to ensure maximum engagement and practical skill development. Our approach integrates:

- **Interactive Workshops**: Hands-on activities, group discussions, and collaborative exercises.
- **Case Study Analysis**: In-depth examination of real-world media examples and scenarios.
- **Multimedia Presentations**: Engaging visual and auditory content to illustrate key concepts.
- **Practical Exercises**: Opportunities to apply learned skills through simulated scenarios (e.g., fact-checking challenges, bias detection).
- **Guest Speakers**: Insights from media professionals, journalists, and digital safety experts.
- **Q&A Sessions**: Dedicated time for participants to ask questions and share insights.
- **Reflective Journaling/Discussion**: Encouraging critical self-assessment of media consumption habits.
- **Resource Sharing**: Providing curated lists of reputable tools, websites, and further reading.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

21 Sep 2026	25 Sep 2026	Online	$1,000
21 Sep 2026	25 Sep 2026	Physical	$1,500
21 Sep 2026	25 Sep 2026	Physical	$0
21 Sep 2026	25 Sep 2026	Physical	$0
21 Sep 2026	25 Sep 2026	Physical	$0
21 Sep 2026	25 Sep 2026	Physical	$0
21 Sep 2026	25 Sep 2026	Physical	$0
21 Sep 2026	25 Sep 2026	Physical	$0

Ready to enroll or request a customized program? Book online or contact us:

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