



BISS
BAL TIC INTERNATIONAL
SUMMER SCHOOL

Media literacy and democracy

Intensive program at Vidzeme University of Applied Sciences,
Communication and Media studies
May 10-19, 2017

Participating institutions: Vidzeme University of Applied Sciences (ViA); Riga Stradins University (RSU)

As media users on every day basis, we encounter disinformation, fake news, various attempts of spinning and twisting the reality, all related to various political, economic, or personal agendas, and targeted towards our values, attitudes, and behavior. The aim of this intensive program is to make communication and journalism students more savvy media users and media content producers, able to approach media content in a more analytical and critical manner.

During this course, students will improve their civic online reasoning skills and become more skilled to critically analyze media messages, understand how propaganda and disinformation messages 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 amount of the credits that students will be awarded after finishing the course: 3 ECTS

The requirements for receiving the credits: attendance of all lectures and seminars, and participation in the group project (production of a short video and presentation of it at the end of the course).

This course runs on a pass/fail basis.

Date	Time	Activity and topic	Place/ Room	Speaker/responsible person
10.05.	10.30 – 10.45	Opening of the program. Welcome notes	C 129	Gatis Krūmiņš (ViA), Agnese Karaseva (ViA)
	10.45 – 12.15	Key note. Media literacy – a post-truth society cure all?		Andra Siibak (University of Tartu)
	12.15 – 13.00	Key note. Media literacy, media developments in Latvia: the issues on policy level.		Roberts Putnis (Ministry of Culture)
	13.00 – 14.00	Lunch break		
	14.00-14.15	Practical intro to the course plan and activities		Agnese Karaseva, Elina Sokolova Luca (ViA)
	14.15 – 15.00	Geopolitical background: why we should care about how media literate we are?		Māris Tūtins (NATO StratCom COE)





BISS

BALTIC INTERNATIONAL
SUMMER SCHOOL

Media literacy and democracy

	15.15-16.45	Panel discussion. <i>Use and abuse of media in vulnerable societies: how the geopolitical interests and media consumption intersect. Challenges, opportunities and future perspectives for media professionals.</i>		Andra Siibak (UT), Māris Tūtins (NATO COE), Jānis Buholcs (ViA), Gatis Krūmiņš (ViA)
	17.00	Free time		
	18.00 - 20:00	Social night, dinner, icebreaking activities.	THC	Elīna Sokolova – Luca (ViA)
11.05	9.00 – 10.45	Lecture. <i>Revolution? Occupation? Coup d'état? Interpretation of events in 20 and 21st century</i>	C305	Gatis Krumins (ViA)
	11.00 – 12.00	Lecture. <i>Reporting wars and other humanitarian crises: the conceptual and practical tools for journalists (TBC).</i> In Latvian with translation to English		Aija Kuģe (former reporter of Radio Free Europe/Radio Liberty in Belgrade).
	12.00 – 13.00	Lunch break		
	13.00 – 16.30	Lecture. <i>Kremlin disinformation and NATO: analysis of Russian media content.</i>		Martins Kaprans (The Center for European Policy Analysis, CEPA)
	17.00	Guided tour to Valmiermuiža brewery (optional, price 8,10 EUR/ per person)	Valmiermuiža brewery	Elīna Sokolova – Luca (ViA)
12.05	09.00 – 12.00	Lecture – workshop. <i>How manipulative audiovisual content is built: unpacking the technical tricks (TBC).</i>	C229	Solvita Denisa Liepniece (ViA)
	12.00 – 13.00	Lunch break		
	13.00 – 16.15	Lecture. <i>Disinformation and social media.</i>		Jānis Buholcs (ViA)
13.05		Free day		
14.05		Free day		
15.05.	10.00 – 13.00	Lecture and case analysis. <i>Critical thinking for journalists. How to differentiate facts from allegations and opinions?</i>	C305	Anda Rožukalne (Rīga Stradiņš University)





BISS

BALTIC INTERNATIONAL
SUMMER SCHOOL

Media literacy and democracy

		<i>The trap of normative professional objectivity and the passion of "he said/she said" journalism.</i>		
	13.00 – 14.00	Lunch break		
	14.00 – 17.00	Practical workshop. <i>Fact checking.</i>	C305+301	Lote Lārmane, Elga Sīle (ViA)
16.05	10.00 – 13.00	Lekcija. <i>Vēstījumi, uzvedības virzīšana.</i> In Latvian with translation for Erasmus students	C229	Vineta Silkāne (ViA)
	No 14.00	Group work. <i>Scenarios, video shooting.</i>		Lote Lārmane, Elga Sīle (ViA)
17.05	All day	Group work. <i>Scenarios, video shooting.</i>	T211 + Multimedia Lab	Lote Lārmane, Elga Sīle (ViA)
	18.00 -21.00	Movie night with pizza. <i>Media effects.</i>		Liene Ločmele (ViA)
18.05	All day till 18.00	Group work. <i>Scenarios, video shooting, editing.</i>	T211 + Multimedia Lab	Lote Lārmane, Elga Sīle (ViA)
	18.00 -21.00	Movie night. <i>Journalism in 21st century.</i>	Siltumnīca	Selga Goldmane (ViA), Elina Sokolova-Luca (ViA)
19.05	All day till 14.00	Group work. <i>Video editing.</i>	T211 + Multimedia Lab	Lote Lārmane, Elga Sīle (ViA)
	14.00 – 17.00	Demonstration of students' projects. Closing of the program.	T121	Elīna Sokolova – Luca (ViA)

Contacts and information about program:

Agnese Karaseva

Head of Communication and media studies

Vidzeme University of Applied Sciences

Agnese.karaseva@va.lv

00371 26603344

