

Course code ICT.1.DML

Last update 01/02/2021

Course information

Title	Digital Media Literacy: Essential Skills for the Digital Age
Concept by	<u>Cristina Salvatori</u>
Course URL	<u>teacheracademy.eu/course/digital-media-literacy/</u>
N. of participants	4-14
Course length	One week (6 days, Monday - Saturday)
Language	English. Other languages may be available upon request
Locations and starting dates	<ul style="list-style-type: none"> • <u>Valencia</u> - First Monday of the month - OID Number: E10247545 • <u>Amsterdam</u> - Second and fifth Monday of the month - OID Number: E10166501 • <u>Florence</u> - Third Monday of the month - OID Number: E10166501 • <u>Helsinki</u> - Fourth Monday of the month - OID Number: E10166501 <p>On request, we can organize this course directly at your school. Discover all the dates at <u>teacheracademy.eu/courses-dates/</u></p>
Free time activities offered	All courses include at least one city guided tour and one full-day Cultural Activity.
Type of certification awarded	Certificate of Attendance, including a description of the course contents (80% of attendance required); other Certificates may be available upon request
Price	480€ * * Our courses are eligible to be completely funded by the <u>Erasmus+ KA1 funds</u> and several other programs.

Course contents

Description	<p>The amount of technology that fills our days was completely unpredictable just 15 years ago. As a consequence, some skills that historically were considered fundamental to learn in school have taken a back seat (memorizing facts, calculating something...) while new and dynamic critical faculties are needed to navigate this new digital landscape.</p> <p>Digital media literacy refers to the ability “to Access, Analyze, Evaluate, Create and Act using all forms of communication.”</p> <p>Everything around us is media: books, movies, ads, websites, social networks, platforms... We spend most of our days with digital media, so it’s crucial that we understand who created it, for what purpose, and how it affects us.</p> <p>During this course, we are going to take a look at the history of media literacy (understanding how to navigate new media is not a new problem!) but also at how the business around traditional and digital media works, and reflect on your role as media creator.</p> <p>In the age where the majority of our information comes from social media, it’s more important than ever to make future generations aware of the mechanism behind the news system.</p> <p>We need to guide our students towards an aware consumption of media products, first of all recognizing that every media content is created by someone, for a reason.</p> <p>At the end of this course, you will be able to evaluate the credibility and quality of the media content you come across, you will understand the role of algorithms in your everyday life and become a responsible content creator.</p> <p>You will also develop the skills to be able to pass this content on to your students, creating activities that help them be literate when it comes to digital media!</p>
Learning outcomes	<ul style="list-style-type: none">• Understand the role of traditional and digital media• Being able to evaluate the quality of media• Understand the business side of media to be a more aware consumer• Learn why online privacy matters (even if you do nothing wrong!)• Spot fake news!• Create activities to help your students reflect on the role of digital media in their daily life• Being able to inspire a new, critical and aware way to consume media products
Keywords	IT, digital skills, soft skills
Highlights	<ul style="list-style-type: none">• Digital literacy• 21st Century skills• Social media• Communication

Tentative schedule*

Day 1 – An introduction to digital literacy	Day 2 – Media literacy
<ul style="list-style-type: none">• Introduction to the course, the school, and the external week activities.• Icebreaker activities.• Presentations of the participants' schools.• Open discussion: how much do you know about the media?• Introduction to the basic terms of communication theory	<ul style="list-style-type: none">• History of media literacy• The different ways of managing the influence on media in time• Algorithmic literacy
Day 3 – Outline contents and sources	Day 4 – Privacy & Advertisement
<ul style="list-style-type: none">• Evaluation of online content• How to be able to recognize accuracy and reliability of an online source• Practical activities and laboratory	<ul style="list-style-type: none">• Online privacy: does it matter to you?• New advertisement: what should we know? Where are we heading?
Day 5 – Laboratory	Day 6 –Course closure
Laboratory: together we will create activities to help your students reflect on the role of media in their everyday life and become responsible and critical media consumers.	<ul style="list-style-type: none">• Course evaluation: round-up of acquired competencies, feedback, and discussion.• Awarding of the course Certificate of Attendance.• Excursion and other external cultural activities.

*The schedule describes likely activities but may differ significantly based on the requests of the participants, and the trainer delivering the specific session. Course modifications are subject to the trainer's discretion. If you would like to discuss a specific topic, please indicate it at least 4 weeks in advance.

Links and resources

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- Self-paced online courses for teachers: online.teacheracademy.eu
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