

Ofcom RCT Media Literacy

Digital skills workshop



Delivered by: xxxxx
November 2024

Housekeeping

Welcome to our Media Literacy Awareness Session. This is not a traditional classroom session, it's designed to be - **conversational, participatory, and engaging.**

- **Free Speech Welcome**
- **Respectful Language - No Hate Speech**
- **Respectful Behaviour**
- **Maintaining Focus**
- **Session Safety**

Aims of the session

Ofcom are supporting **media literacy skills** in the RCT region.

Today we will discuss:

- Media Literacy – what it is, what sources of media exist and what it means for you.

Media literacy



Media sources

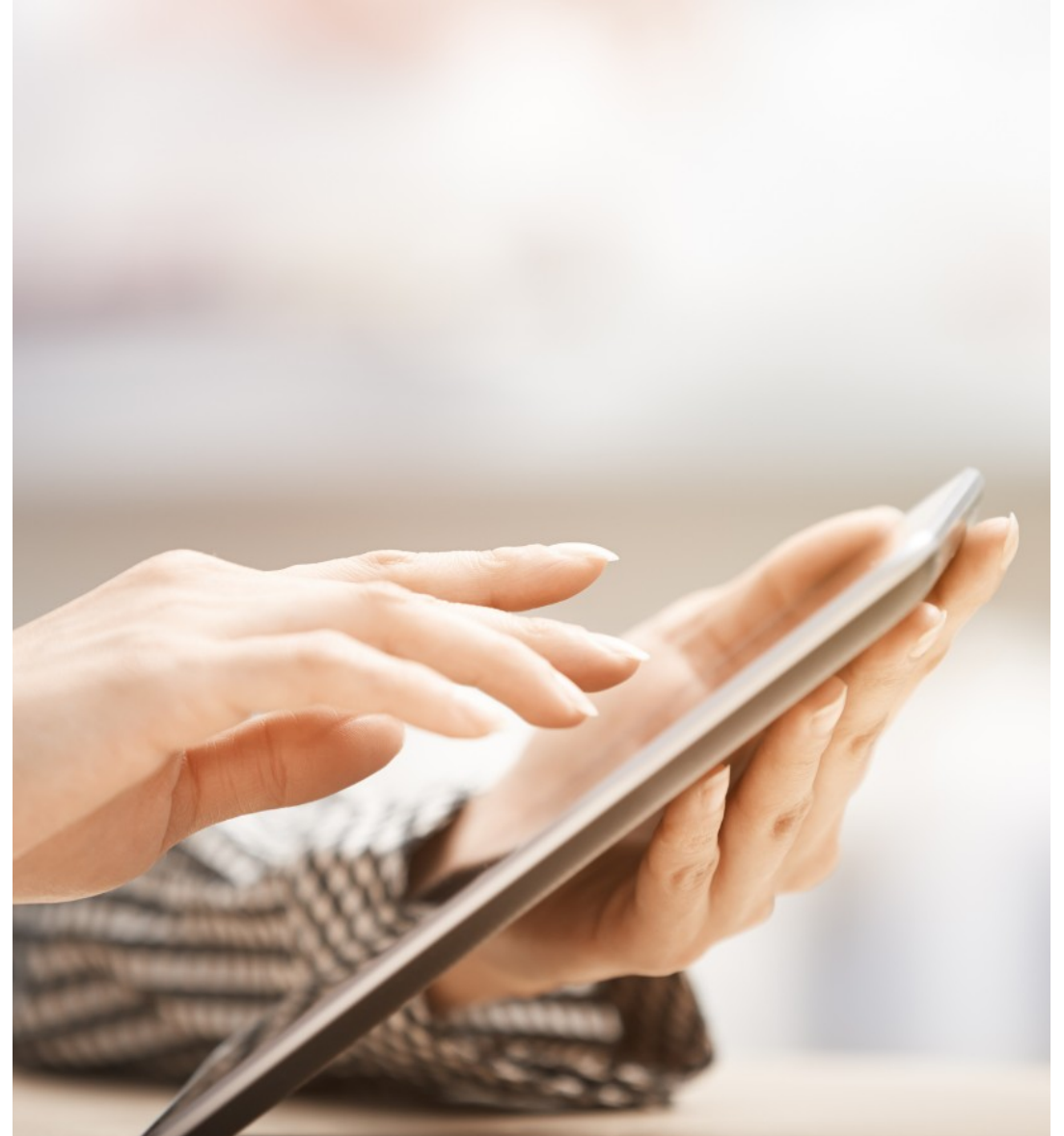
- Online media
- Television
- Social media
- Radio
- Newspapers



Media literacy

Ofcom defines media literacy as:

The ability to use, understand and create media and communications in a variety of contexts.



The rise of online media

Three quarters of UK adults use Meta or Google as a news source.

Do you use the Internet for news?



Changing Media

The logo for ewmpas, featuring the text "ewmpas" in a white, serif font on a black rectangular background. The "e" is stylized with a horizontal bar.

Discuss the benefits of online media compared to offline media.

Online media

Offline media
(Newspaper, radio or television reporting).

What do you use most?

Understanding the full picture is important



Being online gives us access to so much information, but we must check our facts.

Media literacy helps us navigate the world of communication

Today we have explored some introductory concepts about media literacy, what it means in the bigger picture of media and sharing information around the world.

Other workshops we offer cover topics such as:

- Misinformation and disinformation
- Understanding bias
- Being a digital citizen.

Summary

- Media Literacy is important for everyone.
- Understanding how your news and information is shaped by online media is important.
- Different sources of information may present your information differently, which is why it's always important to double check your sources.