



Real News vs. Fake News

How to Avoid the Traps

What is journalism?

- the activity or profession of writing for newspapers, magazines, radio, television or news websites or preparing news to be broadcast
- the activity of gathering, assessing, creating, and presenting news

Why is the media important?

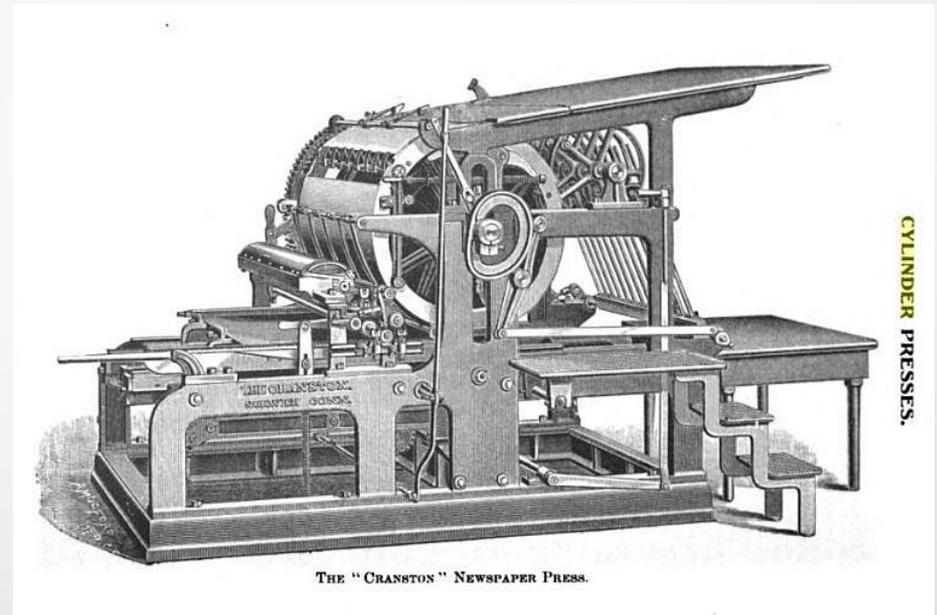
- Making contact
- It gets your message across to a wider audience
- It can help you target your message to the people you want to hear it
- It can shape opinions

Types of media

- 1. PRINT MEDIA**
- 2. BROADCAST MEDIA**
- 3. DIGITAL OR NEW MEDIA**

1. PRINT MEDIA

- media consisting of **paper and ink**, reproduced in a printing process that is traditionally mechanical



PRINT MEDIA EXAMPLES

magazines



2. BROADCAST MEDIA

- media that reach the audience by using **airwaves**



BROADCAST MEDIA EXAMPLES

radio



BROADCAST MEDIA EXAMPLES

television



3. DIGITAL OR NEW MEDIA

- contents on digital platforms



DIGITAL MEDIA EXAMPLES

Social media



EVERYTHING IS CLEAR, BUT WHAT HAPPENS TODAY?



MEDIA CONVERGENCE

- **It happens when different (two or more) media sources join together**
- **One device, but many ways of getting or producing information**

EXAMPLES OF MEDIA CONVERGENCE

computers



EXAMPLES OF MEDIA CONVERGENCE

smartphones



EXAMPLES OF MEDIA CONVERGENCE

- **Internet**
 - web pages
 - social media



EXAMPLES OF MEDIA CONVERGENCE

- **Google**

- Google Search
- Google Mail
- Google Play
- Google Chrome
- Google map
- YouTube
- Hangout
- Blogspot
- Google Drive
- Google Plus



HOW TO RESIST?

- CHALLENGES OF TODAY'S JOURNALISM
- Many kinds of media struggling for the audience
- Difficulties in finding relevant sources
- Spreading fake news (social media)

DO YOU WANT TO MAKE A
REPORT? LET'S TRY!



TRUE FACTS

- Big forest fire in Split, Croatia in 2017
- Biggest forest fire in Croatian history
- One person died
- At least 20 houses burned along the coast
- 500 firefighters participated in fighting against the fire
- HOW MUCH DIFFERENT ARE THEY FROM YOUR REPORTS?

What is fake news?

- **Stories that aren't true.** These are invented stories designed to make people believe something false.
- **Stories that have some truth, but aren't 100 percent real.** For example, a news story reports that a politician criticized policy instead of telling truth that he supported it.

Where does fake news come from?

- In today's world it is easy to share information
- Social media like Twitter, Facebook and LinkedIn allow almost anyone to publish their thoughts or share stories to the world.
- Many persons don't check the source of the material that they view online
- If you share fake news, it can be spread quickly
- At the same time, it's become harder to identify the source of news stories, particularly on the Internet

HOW TO AVOID THE TRAPS?

- **FOR JOURNALISTS:**

- Check the sources!
- Do not copy!

- **FOR USERS:**

- Be critical! Don't believe everyone!
- See who else is reporting the story!

IT'S YOUR TURN!

- Why does fake news appear?
- Who wants to produce fake news?
- Can you remember some examples of fake news?

CAN JOURNALISM BE HONEST IN TODAY'S WORLD?

- an honest journalist is a credible journalist – the audience can trust him/her
- only truth is the proper way
- every journalist should take responsibility
- lies lead to the conflicts

Fake news in politics? Let's exchange ideas!

- Do you trust politicians in your country?
- Do people in your country trust politicians?
- Why is fake news connected with the politics?
- Do politicians want to create better impression of themselves? Why?

Fighting for the voters – European elections 2019

- 23-26 May, 2019
- giving all adult EU citizens the opportunity to select who will represent them in the European Parliament
- *"We have to change Europe."*

Antonio Tajani, EU Parliament president

EU elections - do you believe in the European future?



Thank you! 😊