

INTRODUCTION

This first module provides a theoretical introduction to **digital media literacy**, exploring the roots of this concept, its multi-faceted definition, and the current situation of the overall literacy level within the EU. We will find out that the ability to understand what we read, see and hear in the media, be them paper or digital, should never be taken for granted, and that functional illiteracy is still a major issue in many contexts. Education, especially **lifelong education**, plays a key role in the fight against any form of illiteracy, and this is even truer in the era of **social media**.

CONTENTS

In light of this, the first module presents:

- Conceptual background for the concepts of literacy, media literacy, digital literacy and illiteracy
- Relevant statistics regarding literacy levels around the world
- Profiles of “media illiterate” adult learners
- How lifelong learning can help to enhance digital media literacy

OBJECTIVES

This section will help teachers and learners develop a deeper understanding of the concepts mentioned, which are crucial when dealing with the topic of disinformation and provide the appropriate context around this phenomenon.

After completion of this module, adult educators will be able to:

- Understand, explain and compare the concepts of literacy/illiteracy, media and digital literacy
- Distinguish between the terms illiterate and functionally illiterate
- Identify the core skills which define media literacy and digital literacy
- Provide statistical data regarding digital literacy worldwide and from a historical perspective
- Assess and describe the different profiles of “media illiterate” adult learners
- Understand and explain the concept of lifelong learning
- Explain why lifelong learning is critical to fighting media illiteracy and disinformation

METHODS

In terms of methods to be used, we advise developing a PowerPoint or Prezi presentation, since the content of the module is theoretical and having visual material will convey the message more effectively and be more appealing to the students. If you opt for a visual presentation, the necessary equipment will include a laptop/PC, a projector and a projection board. You may need a flipchart and colored markers to take notes of the main ideas to be remembered by the audience or invite the learners to write down themselves keywords or exercises.