

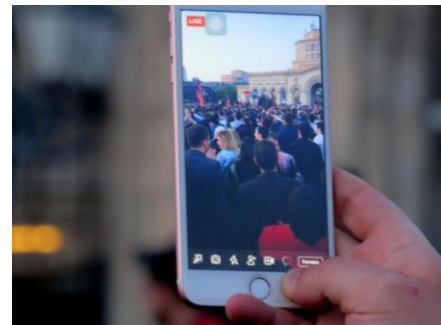
# New Chance for Media Literacy in Armenia

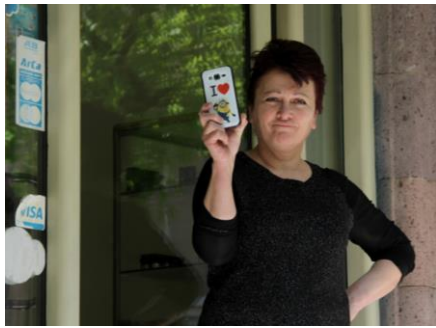
Lusine Grigoryan  
Media Initiatives Center



# Livestreamed revolution

Media was streaming 24/7





People are the  
+ media

# + New wave of disinformation



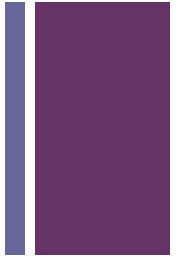
- Huge amount of user generated content
- Fake accounts and webpages
- Misleading and manipulating articles
- Silence of broadcast media



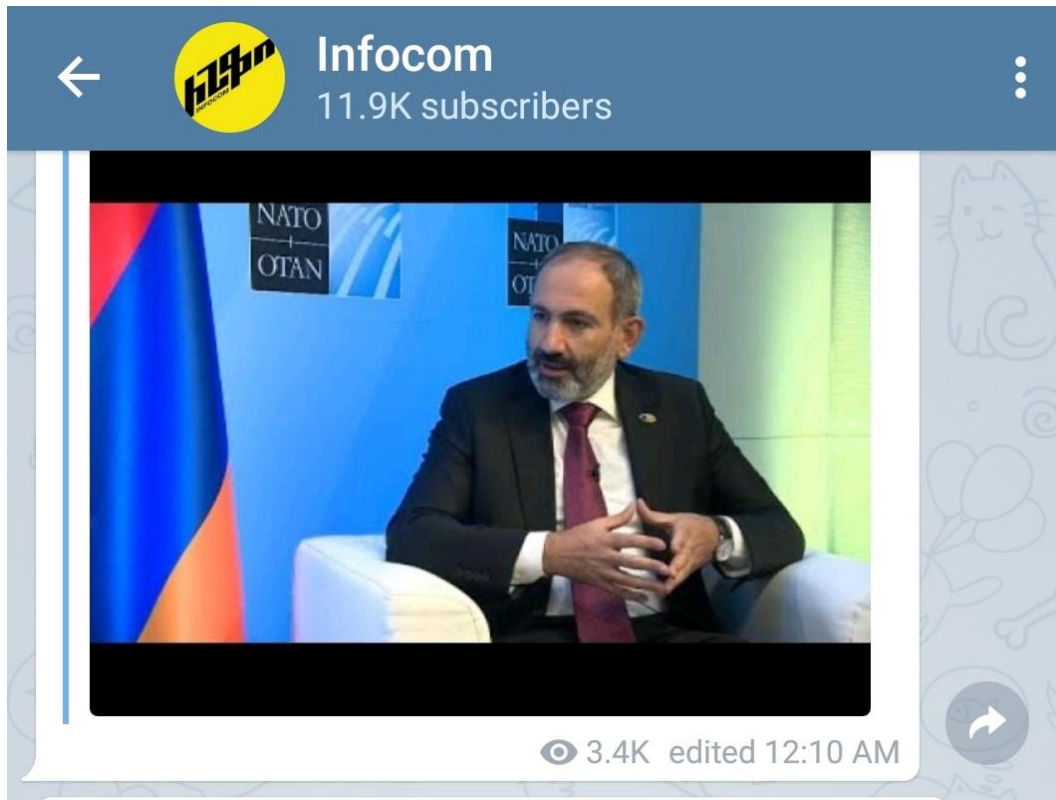
+ Pashinyan demands live broadcast on Public Radio



# + Grassroots efforts against fake news



- Black & white lists
- Fighting and reporting fakes
- New platforms and alternative channels



Telegram channel became the alternative

Search topics <span>?</span>	Rising ▾	↓	<>	↻
1 Nikol Pashinyan - Prime Minister of Armenia	Breakout			
2 CivilNet - Television station in Yerevan, Arme...	Breakout			
3 Galust Sahakyan - Politician	+3,650%			
4 Liberty - Topic	+1,900%			
5 Serj Tankian - Singer-songwriter	+1,900%			

< Showing 1-5 of 25 topics >

Search queries <span>?</span>	Rising ▾	↓	<>	↻
1 azatutyun radiokayan 2018	Breakout			
2 azatutyun tv	Breakout			
3 азатутюн тиви	Breakout			
4 azatutyun radiokayan	Breakout			
5 azatutyun	Breakout			

< Showing 1-5 of 25 queries >

+ High interest in news





Դիմավորում ենք Սերժ Քանկյանին:

609K views · May 6



Հակահեղափոխությունը քնած չէ. պետք է պատրաստ լինել...

961K views · May 4



ՀՀԿ-ն հաստատում է, որ կաջակցի ժողովրդի...

750K views · May 3



+ Facebook live as a challenge for professional media?





## New reality for media

- Government largely using social media
- Media not controlled anymore but ownership still is an issue
- Public interest in news
- Media still unsure about its changing role



# + Media is a key actor in promoting media literacy

- Be honest about ownership, finances and policies
- Fact checking and verification
- Not fear but employ the new media
- Educate the audience on and off air
- Encourage the audience to be critical





In the morning on Heratsi street, when the black car drove towards the people, I barely managed to escape being run over. You don't know who is at the wheel, what goal they have and what they will do to you. That was the only dangerous moment.

Since the campaign plans were rapidly changing, and there was a lot of action, it meant that once in a while we had to empty our storage and be ready for the unpredictable.

Gayane Asryan

Photos by Gagik Aghbalyan

Fake information



# + Media literacy in Armenia

- Not officially part of the school curriculum
- Over 400 teachers and lecturers trained and use ML handbook
- Promoted via non formal education in Yerevan and regions
- Resources are open and available on [Media.am](http://Media.am)
- MoU with the MinEdu





# + Mobile media museum - Lratun





# + Mobile media museum - Lratun







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Տեղեկացիր  
Սովորիր  
Ստեղծիր



Gaming for media  
+ literacy education

# + Literatus checks

- Misleading headlines
- Fake accounts
- Photo and video
- Sources
- Statistics
- Scientists
- Hidden agenda
- Propaganda
- Paid content









**EXIT**

*weather forecast*

*scene*

*book*

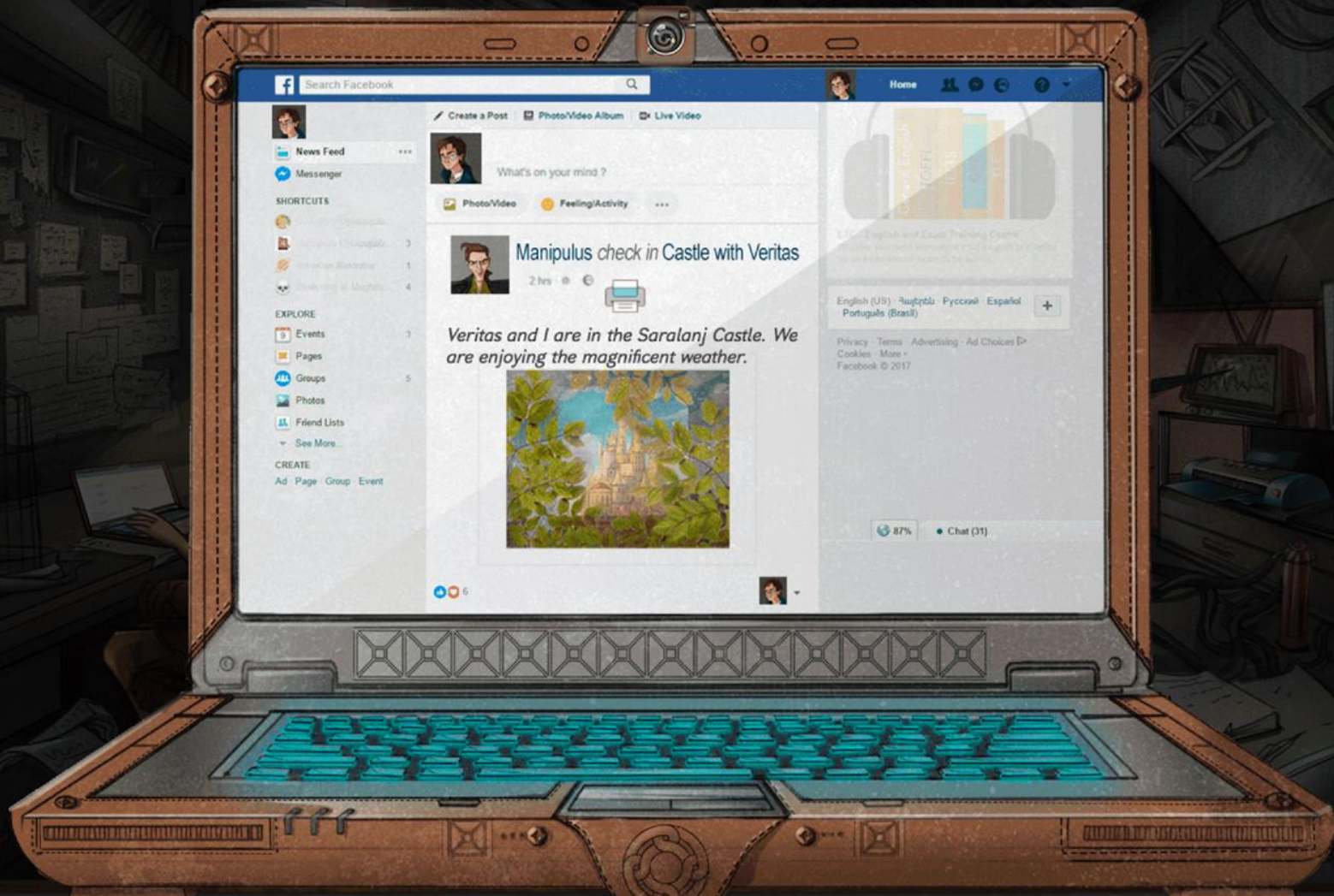
*laptop*

*photo*

*map*

**HINT**





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News Feed

Messenger

SHORTCUTS

EXPLORE

Events 3

Pages

Groups 5

Photos

Friend Lists

See More

CREATE

Ad Page Group Event

What's on your mind?

Photo/Video Feeling/Activity

**Manipulus check in Castle with Veritas**

2 hrs · 🌐 📄

*Veritas and I are in the Saralanj Castle. We are enjoying the magnificent weather.*






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## Saralanj

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