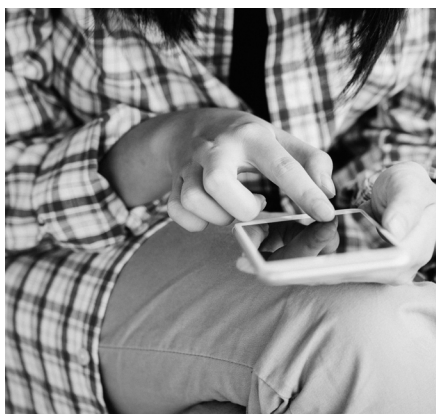## The Idea Behind MediAware

In today's world, an increasing number of individuals utilise the media for various purposes, both in their personal and professional lives. We find ourselves immersed in an incessant stream of information. People aspire to stay updated on local and global developments while staying connected with family and friends. News is rapidly and continuously evolving, often shared widely based on its appeal and attention-grabbing nature, sometimes at the expense of accuracy or reader value. Nowadays, virtually anyone can assume the role of a journalist and propagate their viewpoints with just a click, a great change from the past when news consumption relied on waiting for broadcasts or reading reports to form conclusions.

In this new era, it becomes imperative for us to acquire additional skills beyond the traditional trio of reading, writing, and arithmetic. Digital literacy is crucial for fostering confidence in our use of technology, the internet, and social media.

What is the purpose of the MediAware project?

MediAware's purpose is to equip citizens with the necessary tools to effectively navigate the media landscape. It is important to know how the media works and to strengthen the ability to critically evaluate the content that we encounter daily. This provides us with the opportunity to make informed decisions when it comes to consuming, producing, or sharing information and other media content. In addition to this, the MediAware project aims to empower individuals to understand media messages, interpret information, and identify values to distinguish between real and fake news. In other words, the project's objective is to combat fake news in digital and social media.

Who are we?

The project is funded by the European Union, through the Erasmus+ programme. The MediAware team consists of seven partners from Spain, Sweden, Italy, Greece, Estonia, Ireland, and Belgium who will develop materials to meet educators' daily needs regarding media. The aim is to strengthen and equip them in critical thinking so that they, in turn, can pass on their knowledge to learners, which are both adults and young people in formal and informal education.

Together, we can make the digital world safer and shape a well-informed society where citizens can both consume and produce true information.

Follow us on our journey in this project!

To stay up to date with the MediAware project find us on:
Website: https://mediawareproject.eu/
Facebook: https://www.facebook.com/profile.php?id=100093054455801