

APRIL, 2025

ERASMUS+ PROJECT



MEDEA

NEWSLETTER

MEDEA - Developing Media Literacy to debunk gender-related media manipulation and fake news No. 2024-1-LV01-KA210-ADU-000243248



Dear partners and friends,
Imagine being in the middle of a digital world where fake news, prejudice and gender-based violence online are increasingly present.

How can we fight them?

The MEDEA project was born precisely to answer this question, trying to provide educators and young adults with the necessary tools to recognize and address technology-facilitated gender-based violence (TFGBV).

Today, we tell you where we are and what the future holds!

A journey into the heart of MEDEA

During the Learning, Teaching, and Training Activity (LTTA) hosted by the Novi Sad School of Journalism (NSSJ) in Novi Sad, Serbia, from 2 to 4 April 2025, our partners brought to the table practical ideas and tools to raise awareness and educate on gender-based violence online and media literacy. Each partner had the opportunity to present two modules of the Toolkit and engage participants in stimulating and interactive exercises.



The topics covered...

- **Module 1: Meta-Critical Thinking:** Explores cognitive biases, their influences on the perception of reality and strategies to develop critical thinking, particularly towards the media and gender violence.
- **Module 2: Fact-Checking Techniques:** Learn how to verify the veracity of news using tools such as Google Reverse Image Search and Snopes, to unmask fake news and disinformation, especially on gender-based violence.
- **Module 3: Recognizing and Understanding Online Gender-Based Violence:** Discover how phenomena such as cyberstalking, doxxing, revenge porn and digital haters take hold in online contexts, creating a dangerous environment, especially for women, and how to recognize and address these abuses.
- **Module 4: Preventing Online Violence:** Learn practical strategies to protect yourself and others from online violence, from digital safety techniques to using tools like OSINT to identify harmful content, to managing abuse through victim support techniques and legal action.

(continue reading on the next page)



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The topics covered..

- **Module 5:** How the Media Constructs Reality: Explore how the media constructs reality and how bias influences gender representation, learning to recognize distortions in media content and analyze it critically.
- **Module 6:** Consuming Media Critically: Discover how algorithms and filter bubbles on social media shape our worldview, and learn strategies for conscious media consumption to avoid emotional manipulation and misinformation.

Who is it aimed at?

The MEDEA Toolkit is designed for anyone who wants to fight online gender violence and misinformation. Whether you are an educator, journalist, activist or simply a media consumer, this tool provides you with the right tools to analyze and counter the toxic messages that surround us.

What skills does it promote?

- ✓ Critical thinking applied to media consumption and production
- ✓ Recognition of cognitive biases and stereotypes
- ✓ Ability to critically analyze digital content
- ✓ Awareness of the impact of media narratives on gender-based violence
- ✓ Use of fact-checking and digital verification tools
- ✓ Aware Use of Digital Tools
- ✓ Inclusive and Gender-Sensitive Communication
- ✓ Prevention of Online Abuse



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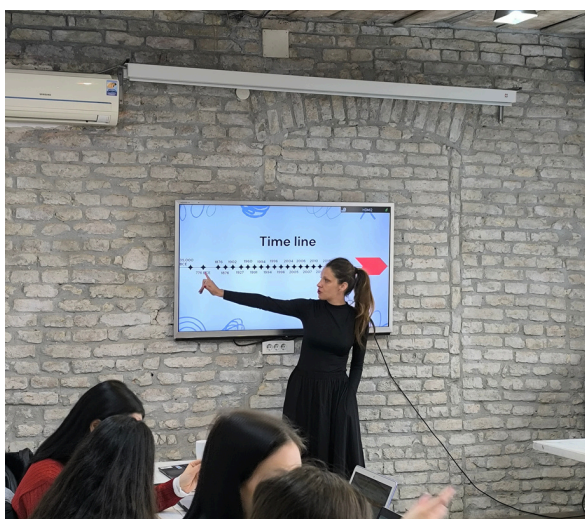
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...how do we test it?

And now, let's get to the heart of the project: the MEDEA Toolkit. We are excited to tell you that we are ready to test it in the field!

Testing the Toolkit: How will we really make a difference?

The next step of our project is one of the most important and fascinating aspects: the testing of the Toolkit. Starting in April 2025, the Toolkit will be tested with our group of young adults (18-25 years old), the target that interacts the most with media and digital platforms.

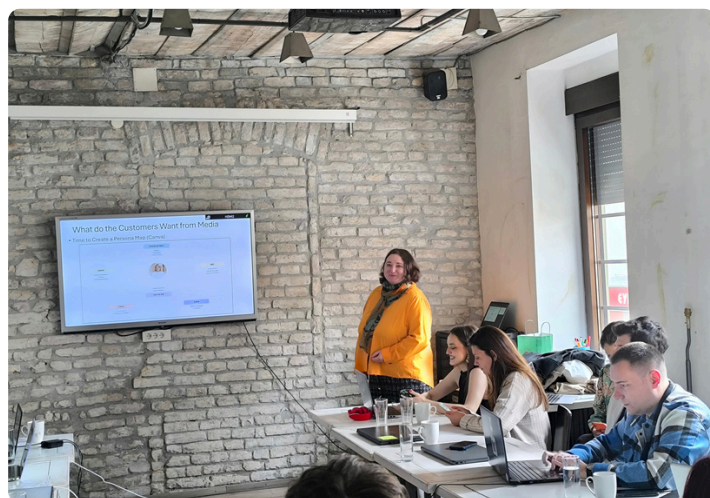


What does this mean?

Young people will have the opportunity to directly explore the modules, using practical exercises and fact-checking tools, analyzing how the media construct and distort reality, and learning to recognize gender-based violence online.

Participants will have the opportunity to concretely apply the skills learned, thus contributing to the creation of a safer and more aware digital world. They will be involved in online and offline activities, and will actively participate in training sessions where they will be able to interact with trainers and each other.

Real impact: Young adults will not only learn how to defend themselves from disinformation and online violence, but they will also become agents of change, ready to spread their knowledge in their social and digital context.



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The next steps

We have many other activities planned, such as launching **webinars** and outreach events, where we will **share** the project results and bring them to the global community.

Furthermore, our commitment to **sustainability** and **diversity** continues: all project activities will be carried out in an *eco-sustainable manner*, minimizing our environmental impact and with a strong focus on inclusion, to ensure that no one is left behind.

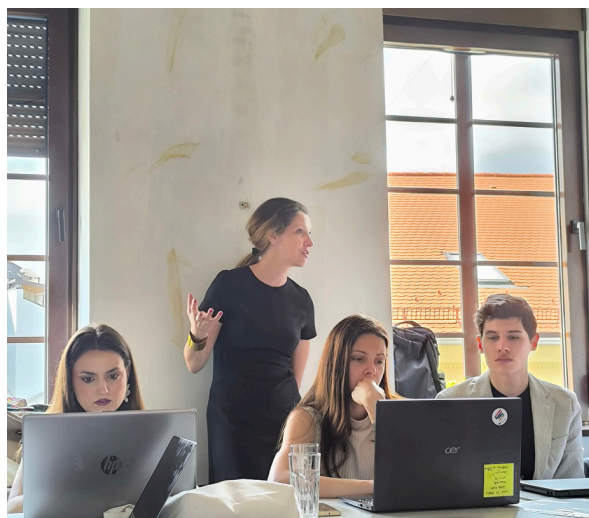
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Project Objectives and Impact

MEDEA aims to equip adult educators and young adults (18-25) with the tools needed to develop a **critical approach to the media**, with a particular focus on **combating gender-based violence online**. Activities include the creation of practical resources, training of educators and journalists, and testing sessions with young adults across Europe. This project aims to generate concrete tools and stimulate **positive social change**, raising awareness of gender bias in the media and improving digital safety.

Contact us:

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