



SYNOPSIS

Storytelling and Fundraising for
Cultural Heritage professionals

Module: Digital Skills

Media literacy

Media literacy concerns the ability to access and analyse media messages as well as create, reflect and take action, using the power of information and communication. Media Literacy skills thus help you operate in a digital world, in a secure and effective fashion.

Media Literacy is equally important if you are looking for inspiration for Storytelling as well as if you are searching reliable sites that provide funding to cultural organisations.

Here are some questions to ask when you are searching the internet:

Who wrote the article?

Is there an author mentioned and is her/his c.v. published under the article?

Even if the author is not mentioned, information about the organisation that is publishing the article must be provided in the page.

Who owns the Web site?

Is it a reputable and serious organisation? Is the organisation that owns the website or social media page trying to sell a product or service through this article? This is always a sign that credibility might be at stake.

What are the links provided inside the article?

Do they lead to a commercial page or a business?

Is there a visible sign that tnyakes away the validity or reliability of the article such as offensive language or photos?

When was the article posted?

Very old articles might contain information that is no longer true or is outdated.

Why did the owner publish this article?

If you spot some commercial reason, then there is the possibility that it's not valid.

How can the information on the website or social media page benefit your cause?

Is it relevant and valuable for your goal (such as finding sources for Storytelling or Fundraising)