

Melise Project

Media Literacy for Seniors



TRAIN THE
TRAINERS
COURSE

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Creative
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MEDIA

TRAINING THE TRAINERS. CRITICAL THINKING & MEDIA LITERACY FOR SENIOR

In an increasingly digitised society, media literacy has become a cornerstone for fostering active citizenship, strengthening democracy, and nurturing critical thinking. **The MELISE project extends this mission to media literacy trainers through its course Training the Trainers. Critical Thinking & Media Literacy for Senior Citizens**, equipping them with the knowledge and tools to empower senior citizens in navigating today's complex media landscape.

The program is delivered in English and hosted on Octaedro's Moodle platform, and **combines theoretical insights with practical applications**, offering participants a comprehensive understanding of media literacy challenges across Europe. **The course structure includes four lessons, divided into units that address both technical and specialized topics.** These lessons explore the main challenges faced by the sector in participating regions and across Europe, ensuring relevance and applicability.

By the end of the program, participants will be equipped to integrate best practices and lessons learned into their own organizational activities, enhancing their ability to foster media literacy among seniors. **The program represents a critical step toward building an inclusive society where all individuals, regardless of age, can fully participate as informed and empowered citizens.**

To learn more, visit:
www.meliseproject.eu



LEARNING OBJECTIVES

- 1. Describe the Digital Landscape and Media Literacy Challenges for Seniors:** Participants will be able to identify the key challenges senior citizens face in using digital media, including unfamiliarity with digital technology, cognitive impairments, and limited access.
- 2. Develop Critical Media Literacy Skills:** Participants will learn to train seniors in recognizing disinformation and verifying media content's authenticity, accuracy, and reliability. This includes evaluating sources, checking for bias, and verifying facts.
- 3. Promote Safe and Ethical Digital Practices:** Participants will be able to teach seniors about ethical behavior in digital environments, focusing on privacy, online safety, avoiding scams, and responsible sharing on social media.
- 4. Foster Social Inclusion through Digital Tools:** Participants will be able to create a supportive learning environment that helps seniors connect with family, friends, and their communities through digital communication tools such as social media and messaging apps.
- 5. Apply Inclusive and Culturally Relevant Teaching Methods:** Trainers will use culturally sensitive and diverse educational materials and methodologies tailored to the needs of senior citizens, helping them overcome barriers to digital participation.



6. Enable the Use of Digital Tools for Civic Engagement:

Participants will empower seniors to use digital platforms to engage in social and community activities, enhancing their digital citizenship skills.

7. Enhance Trainers' Capacity in Adaptive Teaching: Participants will learn techniques for adapting training to diverse learning paces and needs, focusing on hands-on support and experiential learning for effective digital engagement among seniors.

By completing this course, participants will:

- Understand the unique challenges seniors face in the digital and media landscape.
- Gain practical tools for teaching critical skills like fact-checking, source evaluation, and digital safety.
- Learn to design inclusive and effective training tailored to local contexts and diverse needs.
- Enhance their ability to promote social inclusion and responsible digital citizenship.



SYLLABUS

Lesson 1. Digital Landscape and Media Literacy Challenges for Seniors

This lesson provides an overview of the challenges older adults face in the digital world and how to motivate them to develop media literacy skills.

Unit 1: Challenges of Seniors

Explores the barriers seniors encounter in accessing and using digital media, including technological unfamiliarity, cognitive limitations, and accessibility issues.

Unit 2: Digital and Media Literacy and Motivation

Highlights the importance of media literacy for seniors and strategies to encourage their active engagement in digital environments.

Unit 3: Tailoring Training for Seniors

Introduces methodologies to adapt teaching approaches based on seniors' learning needs and digital skills.

Unit 4: Digital Citizenship

Examines responsible digital participation, covering online rights, digital ethics, and civic engagement opportunities.



Lesson 2. Developing Media Literacy Skills

This lesson focuses on equipping trainers with the skills to teach seniors how to critically assess media content and combat misinformation.

Unit 1: Introduction to Disinformation

Defines disinformation and explores how it spreads, particularly among senior citizens.

Unit 2: Fact-checking tools

Introduces essential fact-checking platforms and methods to verify online information.

Unit 3: Source Evaluation Exercise

Provides a practical activity for assessing the credibility of news sources.

Unit 4: Bias. News stories that highlight different types of bias

Analyzes bias in media and teaches techniques to recognize and challenge it.



Lesson 3. Digital Safety and Ethics

This lesson covers best practices for ensuring online security and ethical behavior in digital interactions.

Unit 1: Privacy and online safety

Teaches trainers how to educate seniors on protecting their personal data and avoiding online threats.

Unit 2: Digital Ethics: responsible behavior on social media

Discusses online etiquette, misinformation, and ethical media consumption.

Unit 3: Privacy Settings Tutorial

Guides participants through setting up privacy controls on popular platforms.

Unit 4: Interactive Quiz through Google Forms

An engaging quiz to assess participants' understanding of digital safety concepts.



Lesson 4: Social Inclusion

This lesson highlights the role of digital tools in fostering social connections and inclusion for senior citizens.

Unit 1: Social media and messaging apps

Examines how social platforms can enhance seniors' communication and engagement.

Unit 2: Social Media Basics

Introduces key functions of platforms like Facebook, WhatsApp, and YouTube.

Unit 3: Community Engagement Platforms

Explores digital tools that help seniors stay active in their communities.

Unit 4: Simulation exercise

A hands-on activity where trainers practice guiding seniors through real-life digital scenarios.



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To learn more, visit:
www.meliseproject.eu



Join us to make a meaningful impact on
fostering informed, engaged, and
digitally literate communities!

Enrollment deadline: October 6, 2025





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