



AKCABELEN Kultur und Unterstützungsverein e.V

MEDIATIC YOUTH

Media Literacy & Critical Thinking for a Conscious Generation

This Erasmus+ Youth Project was supported by Jugend Für Europe and the European Union.



1. About the Project

Mediatic Youth was an international youth exchange project designed to strengthen young people's media literacy and critical thinking skills in an increasingly complex digital environment.

In a time when information spreads rapidly across platforms, the ability to question, analyse, and verify content has become essential. This project addressed the growing need for young people to understand how media shapes social, cultural, economic, and political realities.

Rather than approaching media literacy as a purely theoretical concept, the project explored it through daily life examples, intercultural dialogue, privacy awareness, and public engagement activities.

Main thematic focus areas:

- Media literacy and tackling disinformation
 - Critical thinking skills
 - Digital privacy awareness
 - Intercultural understanding
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2. Participants and Partnership

The project brought together 55 young participants from seven countries, aged between 16 and 30. Each country was represented by a group leader who supported the learning process.

Participating countries:

- Germany
- Türkiye
- Ukraine
- Hungary
- Bulgaria
- Romania
- Greece

Participants came from diverse social, geographical, and economic backgrounds. This diversity enriched discussions and allowed media-related topics to be explored from multiple cultural perspectives.

3. Methodology and Activities

The programme combined theoretical sessions with practical, hands-on experiences.

Educational Sessions

Participants:

- Analysed the relationship between media, society, and culture
- Explored media bias and manipulation techniques
- Discussed digital privacy and data protection
- Compared media narratives across different countries

Interactive methods such as simulations, group discussions, role-play, and case studies were used to strengthen analytical skills.

Practical Activities

Learning was reinforced through:

- Street awareness actions and public surveys
- Poster design workshops
- Short video production
- NGO Fair and networking sessions
- Daily reflection and Youthpass-focused learning sessions

One of the most impactful activities involved engaging directly with local residents in public spaces, encouraging dialogue about misinformation and responsible media consumption.

4. Learning Outcomes

By the end of the project, participants demonstrated growth in several key areas.

Knowledge

- Understanding media manipulation strategies
- Recognising misinformation and bias
- Awareness of digital privacy risks

Skills

- Critical analysis of media content
- Intercultural communication
- Public speaking and community engagement
- Basic digital content production

Attitudes

- More reflective and questioning approach toward information

- Greater openness to different cultural perspectives
- Increased sense of social responsibility

Participant feedback indicated noticeable improvement in confidence, analytical thinking, and willingness to share acquired knowledge within their communities.

5. Impact of the Project

Impact on Participants

Participants reported becoming more conscious media consumers. Many expressed motivation to organise local workshops or awareness sessions after returning home.

The project also contributed to improved communication skills and intercultural understanding.

Organisational Impact

Partner organisations strengthened their cooperation and expanded their European networks. The collaboration created a foundation for future Erasmus+ initiatives focusing on media literacy and youth empowerment.

Local and European Dimension

- Local community members were engaged through public activities.
 - Awareness of misinformation and responsible media use was promoted beyond the participant group.
 - The project supported European cooperation and intercultural dialogue.
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6. Monitoring and Evaluation

Quality assurance was maintained through structured monitoring tools:

- Pre- and post-project surveys
- Daily reflection sessions
- Facilitator observations
- Final evaluation forms
- Follow-up dissemination reports

These mechanisms allowed continuous adaptation and ensured alignment between objectives and outcomes.

7. Inclusion and Accessibility

The project actively supported the participation of young people facing various barriers.

Measures included:

- Financial support for travel and accommodation
- Health information forms and first-aid availability
- Consideration of dietary and accessibility needs
- Team-building activities to support social integration

This inclusive approach ensured equal participation and created a supportive learning environment.

8. Dissemination and Visibility

Project results were shared through:

- Social media campaigns
- Local presentations and workshops
- Webinars
- Informal youth meetings
- Partner organisation networks

Erasmus+ visibility was ensured through branding in all materials and during public events. Participants were encouraged to act as ambassadors of both media literacy and the Erasmus+ Programme in their communities.

9. Future Perspectives

The partnership intends to continue cooperation in future youth projects. Building on the experience of Mediatic Youth, potential future themes include digital literacy, artificial intelligence in media, and advanced misinformation awareness strategies.

Mediatic Youth contributed to the development of a more critical, informed, and culturally aware generation prepared to engage responsibly with media in Europe and beyond.



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