

**HOW TO DEAL WITH**

**FAKE NEWS**

**KEEP IT REAL!**



Erasmus+



DANSK – RUMÆNSK FORENING  
ASOCIATIA DANEZO – ROMÂNĂ



InterCollege

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## INTRODUCTION

### WHAT IS FAKE NEWS?

In a society in which false information is in all the media, it is increasingly difficult to find a solution to this problem that affects a large population. In this document written with the purpose of offering help in the resolution of this matter, information has been gathered about fake news in current journalism.

In fact, fake news is today so much more than a label for false and misleading information, disguised and disseminated as news. It has become an emotional, weaponized term used to undermine and discredit journalism.

Manipulated information appeared long before the standards of modern journalism based on integrity were established. But it has been in the 21st century when disinformation has been used in an unprecedented way. Current technology simplifies the manipulation and fabrication of content and social networks amplify the falsehoods sold by

states, politicians, and dishonest entities, shared by people without critical sense.

By way of introduction and definition of this concept, it can be said that fake news is untrue and misleading information which can be false unintentionally or on purpose to achieve a specific goal. Examples could be to generate web traffic, to earn money, just for fun or to divide.



## COPYRIGHT

This guidebook is a result of a 10-day-long seminar that was held in Slettestrand, Denmark in December 2021. The Seminar was organized by **Dansk-Rumænsk Forening** (Danish-Romanian Association) and **InterCollege (DK)** and co-funded by the Erasmus+ programme. 30 young experts were invited to take part in this project. They are experienced youth workers within the field of media.

The Keep It Real! Project is a cooperation between the following organisations:

Lead Partner, Denmark: **Dansk-Rumænsk Forening**

Partner, Hungary: **Grundtvig Institute**

Partner, Spain: **Dideas**

Partner, Romania: **ADEPT**

Partner, United Kingdom: **InterCollege (UK)**

Partner, Croatia: **Udruga Stremi! / Association Strive!**

Partner, Italy: **Oriel**

Partner, Germany: **Via KreAktion**

Partner, Turkey: **Youth Eurasia**





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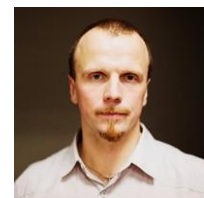


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## GLOSSARY

- ANU: Australian National University

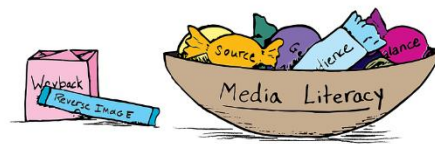
- FN: fake news
- UK: United Kingdom
- NHS: National Health Service
- TV: television
- MP: Member of Parliament
- USA: United States of America
- MGM: Metro Goldin Mayer
- FB: Facebook
- SM: social media
- NGO: non-governmental organization
- BC: before Christ
- AD: Anno Domini = BC: before Christ.

## MEDIA LITERACY

### WHAT IS MEDIA?

Media refers to different communication channels like newspapers, television, radio, magazines, phones, or the Internet.

The term “social media” describes networking websites like Facebook, Twitter, TikTok or Instagram where it is possible to share information to a huge number of people in a short period of time.



*Look at the photo of candies and think how it links with media literacy.*

### WHAT DO PEOPLE SHARE WITH THE USE OF MEDIA?

People use different kinds of media to share photos, videos, music, news, or any other piece of information created by themselves or anybody else.

#### To be media literate means:

- to be able to identify, analyse and understand different kinds of media and media contents
- to use media responsibly
- to create and share content responsibly

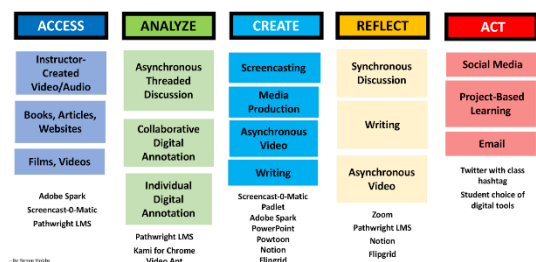
#### Media Literacy is the ability to:

- Decode media messages (including the systems in which they exist).
- Assess the influence of those messages on thoughts, feelings, and behaviours.
- Create media thoughtfully and conscientiously.

#### What can Media Literacy do for us?

- Offer a solution to public health issues, such as body image issues and substance use, exacerbated by toxic media messages.
- Empower all people to engage in a global media environment.

#### MEDIA LITERACY & ONLINE LEARNING



#### Further information:

What is media literacy?

[Media literacy](#)

[Media literacy](#)



## TYPES OF MEDIA

The news media or news industry are forms of mass media that focus on delivering news to the public or a target public. The main task of media planners is to select the most appropriate media channels that can effectively communicate the advertising message to a targeted audience. This aspect includes:

### 1. PRINT MEDIA



#### Newspaper

A newspaper is a lightweight and disposable publication (more specifically, a periodical), usually printed on low-cost paper called newsprint. It may be general or of special interest, and may be published daily, weekly, biweekly, monthly, bimonthly, or quarterly. Newspapers allow presentation of detailed messages which can be read at reader's conveyance.

It allows prompt delivery of detailed coverage of news and other information

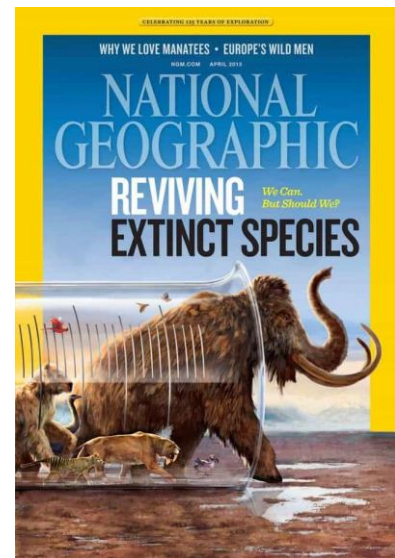
with interesting features for readers. It is a high involvement media as readers are required to devote some effort in reading the message. It is available to masses at a very low cost.

#### Magazines

A magazine is a specialized advertising media that serves as educational, informational, entertainment and other specialized needs of consumers, businesses, and industries.

A magazine allows presentation of a detailed ad message along with photos, illustrations, colours, etc. It is a high involvement media as readers

pay a premium price for it and magazines are not dumped after reading. Magazines can be classified into Local/Regional/National or Weekly/Monthly/Quarterly magazines.



### 2. BROADCAST MEDIA:

#### Television



In a broadcast system (television), journalists or reporters are also involved with editing the video material that has been shot alongside their research, and in working on the visual narrative of the story. Broadcast journalists often make an appearance in the news story at the beginning or end of the video clip.

- TV is a principal source of information and entertainment for people exposed to mass media.

- It is believed to be the most authoritative, influential, exciting medium for reaching large audience. It combines visual images, sound, motion and to achieve viewer's empathy.
- It allows development of creative and imaginative ad messages in a unique way.
- It is considered intrusive in nature as the audience have no control over the nature and pace of advertisements

### Radio

- Radio is a premier mass medium for users and advertisers. It has a widespread reach.
- It delivers the ad message to many people across the length and breadth of a country Commercial broadcasting is undertaken in major cities even rural areas. Radio time in India is usually sold in slots of 7, 10, 15, 20 or 30 seconds.
- It is one of the most personal medium and offers selectivity, cost efficiency and flexibility advantages over other media.
- Efficiency of a radio ad depends upon the precision of script, accompanying sounds and level of distortion.



## 3. INTERNET:

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Internet is a worldwide medium that provides means of exchanging information through a series of interconnected computers.

- It is a rapidly growing medium of advertising. It is a future medium which offers limitless advertising opportunities.
- It involves use of world wide web to showcase a website or e-commerce portal to the world. Advertising through internet involves email marketing, social media marketing, online ads, and mobile marketing. It provides a sophisticated graphic user interface to users.

- It is accessible to anyone with a computer and broadband connection.

## 4. SUPPORT MEDIA:

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### Outdoor advertising

- It is usually used as a supportive medium by advertisers. It includes billboards, boarding, neon signs posters etc.
- It can generate considerable reach and frequency level at low cost. Useful when introducing a new product.
- Helps to remind the customers. Helps to generate sales at point of purchase/point of sale.

### Transit advertising

Uses billboards, neon signs and electronic messages. It is targeted at users of various modes of transportation. Advertising rates depend on the amount of traffic which passes every day.





### Cinema and video advertising:

Cinema is a popular source of entertainment comprising of audience from all classes and socio-economic groups of society. Films are watched by a significant number of people every day.

- It involves use of cinema halls and video tapes to deliver the ad message.
- Commercials are shown before films and previews carrying ad message.
- Advertisers may prepare a presentation for projection or 35mm ad films based on a script.
- Like TV, it also combines sight, sound, colour, and

movement to deliver a creative message.

- Video rentals include messages by local advertisers.

#### Sources:

[Media types](#)

[Types of media game](#)

## TYPES OF FAKE NEWS

Publication Name	Approximate Facebook Following	Type of News Outlet
The Onion	6,000,000	Satire
The Borowitz Report - The New Yorker	3,000,000	Satire
Duffel Blog	250,000	Satire
Newslo	170,000	Satire
Weekly World News	100,000	Satire
Clickhole	600,000	Satire
American News	5,000,000	Hoax
DC Gazette	420,000	Hoax
Activist Post	540,000	Propaganda
Before It's News	400,000	Propaganda
Daily Buzz Live	160,000	Propaganda
Disclose TV	1,900,000	Propaganda
InfoWars	613,000	Propaganda
Natural News	2,000,000	Propaganda
Red Flag News	270,000	Propaganda
World Truth TV	1,700,000	Propaganda

Combining the information from Claire Wardle of First Draft News in preliminary findings and Melissa Zimdars of Merrimack College, we have identified the following categories, which include different types of fake news:

**Category 1:** look at the context of the article. When was it written? Where does it come from? Have the events changed since then? Is there any new information that could change your perspective?

**Category 2:** Check the credibility of the source. Does the site have a reputation for journalistic integrity? Does the author cite credible sources? Or is it satirical? Is it on a list of fake news sites? Is it actually an advertisement posing as a real news story?

**Category 3:** Analyse the construction of the article. What is the bias? Are there any loaded words? Any propaganda techniques? Any omissions that you should look out for? Can you distinguish between the facts and opinions? Or is it simply all speculation?

**Category 4:** Corroborate the information with other credible news sources. Make sure it's not

the only source making the claim. If it is, there's a good chance it's actually not true.

**Category 5:** Compare it to other news sources to get different perspectives. Find other credible sources from other areas of the ideological or political spectrum to provide nuance and get a bigger picture of what's happening.

#### Further information:



## HOW TO FIGHT AGAINST FAKE NEWS?

### WHAT IS MISINFORMATION?

Often referred to as “fake news” in modern times, the term “misinformation” is defined as false or inaccurate information that may be distributed with the intent to deceive those who read it. Information or opinions that you disagree with may not necessarily constitute misinformation. While the term “fake news” is often used as a pejorative in journalism today, this is a dishonest use of the term; indeed, the practice of calling fact-based reporting “misinformation” based on the premise that it doesn’t align with your political views could arguably be called misinformation itself.



#### **To understand the concept of misinformation, consider a couple of modern examples:**

In May 2019, a video made the rounds on social media that appeared to show Nancy Pelosi stammering and slurring her speech, causing many pundits to question her mental aptitude. The New York Times revealed that this was, in fact, a doctored video.

In early 2020, several myths began making headlines regarding the supposed treatment of COVID-19, commonly referred to as coronavirus. Many bogus claims were presented as fact, including the idea that eating more red meat or coconut oil could treat the virus.

Both instances of misinformation are clearly designed to push a specific agenda, whether that be to besmirch a political opponent or to sell a phony solution to a desperate market. Such content can harm public discourse by influencing individuals to make misinformed decisions when it comes to politics or their personal well-being. Debunking such claims requires careful research, fact-checking, and media forensics. These are only a couple of examples of the countless areas where misinformation can make an impact.



### MISINFORMATION ON SOCIAL MEDIA

In addition to making sure to never share personal details on social media, it’s important to understand the impacts of sharing potential misinformation. This can take on many different forms, and each can have a negative impact on public discourse by misleading and manipulating readers — whether intentionally or not. Read below for some different types of misinformation on social media, as well as examples of each.

### HOW TO RECOGNIZE FAKE NEWS AND MISINFORMATION

How can you recognize misinformation on social media? It often has a clear bias, and it may attempt to inspire anger or other strong feelings from the reader. Such content may come from a news source that is completely unfamiliar, and the news itself may be downright nonsensical. For example, if a news article warns readers of an impending “category six” hurricane looking to wipe out huge swaths of the

country, it should be less of a cause for alarm and more of a cause for raised eyebrows; there is no such thing as a category six hurricane.

Once you've spotted a suspicious piece of content, investigate the publisher and author of the content. Do either have an established reputation? Are they known as trustworthy sources? If not, do they cite their sources — and are those reputable?

Fake news often uses fake author names and bogus sources. If the site has a history of making suspicious claims, or details in the author bio don't seem credible (or a bio is non-existent), you should treat the content with extreme scrutiny.

## HOW DOES IT AFFECT YOUTH?

Misinformation and wrong information can affect in a negative way as it can foster a wide variety of issues such as: lack of credibility, wrong information, unreliable sources, dangerous advice and misleading insights about a certain topic, or discussion.

### Research how fake news affects young people's psychology:

We need to better arm our consumers. We need to make sure that they are better educated in terms of media literacy. Consumers also need to kind of, especially in terms of social media, pause when they see something that makes them emotional. Whether it's negative or positive emotion, pause for a minute think about what is it about this piece of information that's got me upset, why do I want to share it with other people and make sure that they understand that you know if you if you share it then to a certain extent, you're somewhat you know responsible for spreading false information.



You can find the whole interview here:

[Interview](#)

## SO, WHAT CAN WE DO?

Firstly, you need to dig down deeper every single time you read an article that sounds too good to be true. Keep in mind that the topic might be true, but the new could be misinterpreted or made to be misleading on purpose. Usually, fake news is dangerous because they manipulate that category of people who are easily influenced and without much thinking, they might react in an inadequate way, or they could even be dangerous sometimes.



Getting to the root of the problem, besides satire, fake news must be banned by law. It might be hard to fight for what is right in corrupt countries or in countries that politicians have the absolute influence. But still, this impediment shouldn't stop a people from their right to be informed correctly.

## THE 5 C'S OF CRITICAL CONSUMING

The 5 „C”-s are the strategy that helps critically analyse information and distinguish the real from the fake story. Consider those 5Cs while dealing with the accuracy of the information.

**1. CONTEXT-** look at the context of the article. When was it written? Where does it come from? Have the events changed since then? Is there any new information that could change your perspective?



**2. CREDIBILITY-** Check the credibility of the source. Does the site have a reputation for journalistic integrity? Does the author cite credible sources? Or is it satirical? Is it on a list of fake news sites? Is it an advertisement posing as a real news story?



**3. CONSTRUCTION-** Analyse the construction of the article. What is the bias? Are there any loaded words? Any propaganda techniques? Any omissions that you should look out for? Can you distinguish between the facts and opinions? Or is it simply all speculation?



**4. CORROBORATION-** Corroborate the information with other credible news sources. Make sure it's not the only source making the claim. If it is, there's a good chance it's actually not true.



**5. COMPARE-** Compare it to other news sources to get different perspectives. Find other credible sources from other areas of the ideological or political spectrum to provide nuance and get a bigger picture of what's happening.



**More information on the 5 “C”-s:**

[The 5 "C"-s video](#)

## ACTIONS TO BE TAKEN

### What to do with the news itself?

- share and spread that it is fake
- on FB, Insta and probably on other SM you can report to the facilitator of the SM page

### What to do with the person(people) who created the news?

- if on SM, report him to the facilitator
- you can share that the person/people create(s) untrue stories
- contact him/her/them and explain their mistake/fault

### If someone shared the news, what to do with him/her?

- inform him/her take down the post immediately
- inform him to check the source next time,
- teach him about five “C”-s
- explain to him why and how dangerous FN can be
- be nice, not aggressive, because probably he/she didn't make it on purpose
- show him/her this guidebook



## Resources, further information, and tools:

[Dealing with propaganda, misinformation, and fake news](#)  
[How Governments Can Act](#)  
[A guide to anti-misinformation actions](#)  
[BS detector](#)

## EXAMPLES OF FN

“While many students will identify as ‘mothers’ or ‘fathers’, using these terms alone to describe parenthood excludes those who do not identify with gender-binaries.

“This non-gendered language is particularly important in clinical or abstract academic discussions of childbirth and parenthood, both to recognise the identities of students in the class, and to model inclusive behaviour for students entering clinical practice.”

### A Norwegian anti-immigrant group has been roundly



ridiculed after members apparently mistook a photograph of six empty bus seats posted on its Facebook page for a group of women wearing burqas.

“Tragic”, “terrifying” and “disgusting” were among the comments posted by members of the closed Fedrelandet viktigst, or “Fatherland first”, group beneath the photograph, according to screenshots on the Norwegian news website [Nettavisen](#).

Other members of the 13,000-strong group, for people “who love Norway and appreciate what our ancestors fought for”, wondered whether the non-existent passengers might be carrying bombs or weapons beneath their clothes. “This looks really scary,” wrote one. “Should be banned. You can’t

tell who’s underneath. Could be terrorists.”

### Celebrity Death Hoaxes: 50 Famous People Who Were Reported Dead... but weren't!

**Drake** • Fans of the Canadian rapper panicked when, on Nov. 14, 2020, they saw #RIPDrake trending on Twitter. But as it turned out, the four-time Grammy-winner was the victim of a hoax. Clicking on a (supposed) [L.A. Times headline](#) reading "Drake Canadian Songwriter And Rapper Dies At 34" takes you to a video of British singer Rick Astley singing "Never Gonna Give You Up." Beneath it reads: "You got Rick rolled in 2020."



### Could a video know what would happen in 2020?



this from comments on the video.

The video, which is less than a minute and has back-to-back images, opens with the Statue of Liberty illustration seen with a mask in its mouth. Then we see various images, including masked doctors and a frame that says, “I can’t breathe”.

Due to these images, the claim that the video informs us from 2015 about today has spread. It is also possible to deduce

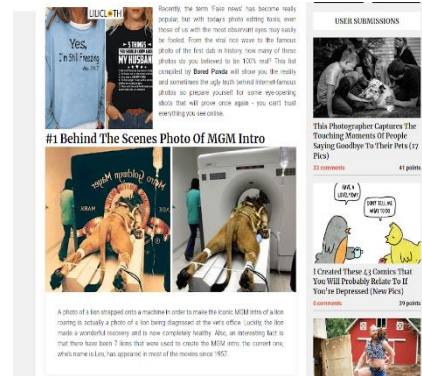
When comments increased on the video, the user who posted the video had to make a statement from the same account. He said that he just edited an animation called “2014 in one minute” prepared by High Def for happenings in 2015 and he could not be a time traveller.

A simple search by key words is enough to find the work referenced in the description. The clips that the Instagram account used to produce a new video can be accessed starting from the 45th second of the original video uploaded to YouTube by the Animation Domination High-Def account in December 2014.

It can be seen that the frames used in the video reflect the political and social agenda of 2014, not 2020. When looked carefully, it can be seen that “Ebola” is written in the collar of the skull doctor. The Ebola outbreak that erupted in Africa in 2014 caused the deaths of thousands of people that year, but it did not occupy the world agenda so much, probably because of its regionalism. It can be said that this has been pointed out a bit in this video.

### 30 Fake Viral Photos People Believed Were Real

Recently, the term 'Fake news' has become popular, but with today's photo editing tools, even those of us with the most observant eyes may easily be fooled. From the viral rice wave to the famous photo of the first dab in history, how many of these photos do you believe to be 100% real? This list compiled by Bored Panda will show you the reality and sometimes the ugly truth behind Internet-famous photos so prepare yourself for some eye-opening shots that will prove once again - you can't trust everything you see online.



**#2 The Mustache Wasn't Enough, They Had To Add Those Angry Eyebrows**

The internet just loves animals, especially if they look weird or cute, or both at the same time. So there is no surprise that a photo of a cat with adorable mustache and eyebrows would go viral. Well, there is a silver lining to this story: the cat does in fact have that incredible mustache, but the eyebrows are a result of clever photo manipulation.



**#3 A Guy Creating An Amazing Fried Rice Wave**

One of the recent viral sensations was the 'fried rice meme' that showed a man making an incredible rice wave in his pan. This interesting photo quickly received a lot of attention online and people from all around the world started to send in their own photoshopped images of the rice wave. Unfortunately, the original itself is already a fake photo since the rice wave is a sculpture that is sold in a fake food shop in Tokyo.

### 5 Fake News about Migration

Are so-called economic migrants less in need than ‘real’ refugees? Should a child on the move who owns a smartphone not be eligible for help? Does the global compact on migration push mass immigration? Some answers



that will help you to counter the misperceptions and see the people and the stories behind the numbers.

1. “They are economic migrants - they don't need protection”
2. “All migrants want to come to Europe”
3. “They don't need help; they have a smartphone”
4. “Migrants are criminals”
5. “With the Global Compact on migration, States lose control of their sovereignty and

borders”

**The original links:**  
[Peanut butter cups](#)  
[Gender questions](#)  
[Burqas and mistakes](#)  
[Celebrity hoaxes](#)



## TOOLS AND EXERCISES

**TASK 1:** Choose one fake news and prove it wrong.

**TASK 2:** What do you think are the most dangerous lies? Why?

Here are some examples of fake news. Put them in chronological order, 1 is the most dangerous one. Argue your choice.

- A video shows people in Romania protesting COVID-19 vaccines.
- Pizza gate
- Claims that COVID-19 vaccines have led to mass death
- Claims that COVID-19 vaccines inject microchips into human bodies
- Fox News: Biden's climate requirements will limit beef consumption to just one burger per month
- Saudi scientists promote women to "mammals"
- Are Goat and Sheep Feces Drinks Being Sold in China?
- Prince Harry and Meghan Markle's baby doesn't exist



**TASK 3:** Watch the video and answer the question: What is the most important point the expert mentions in the video? Explain.

[Video](#)

**TASK 4:** How can you fight misinformation?

Social media makes conspiracy theories, misinformation, and just plain gossip spread very quickly. That much is obvious to anyone who spends much time on Tik-Tok or Instagram. Uncovering misinformation can be a real challenge. It takes time to figure out real news from fake news, often because misinformation campaigns are coordinated. All that anti-vaxxer disinformation that spread like wildfire during the pandemic? Turns out that most of that misinformation could be traced back to one of 12 "influencers" active in the anti-vaxx circles. How can even one person make a difference in the fight against fake news? To start, you can help squash fake news by becoming a better critical thinker. When you improve your own critical thinking skills, you can better identify fake information. Becoming a better thinker can also have significant benefits to your mental health and academics.

**For more:**

[Teenagers find misinformation](#)

Video on tasks to spot FN:

[Tasks to spot FN](#)

Tools that you can use to check facts:

[Tineye](#)

[Google tools](#)

[Wikipedia](#)

[Libguides](#)

[Snopes](#)

[Media bias factcheck](#)

[Identifying fake news sources09](#)

Tools for creating take news:

[Tool](#)

[Tool](#)

[Tool](#)

## WHY DO PEOPLE TRUST FAKE NEWS?

Humans like to think of themselves as rational creatures, but much of the time we are guided by emotional and irrational thinking. Psychologists have shown this through the study of cognitive shortcuts known as heuristics. It's hard to imagine getting through so much as a trip to the grocery store without these helpful time-savers. "You don't and can't take the time and energy to examine and compare every brand of yogurt," says Wray Herbert, author of *On Second Thought: Outsmarting Your Mind's Hard-Wired Habits*. So, we might instead rely on what is known as the familiarity heuristic, our tendency to assume that if something is familiar, it must be good and safe.

Our inability to parse truth from fiction on the Internet is, of course, more than an academic matter. The scourge of "fake news" and its many cousins—from clickbait to "deep fakes" (realistic-looking videos showing events that never happened)—have experts fearful for the future of democracy. Politicians and technologists have warned that meddlers are trying to manipulate elections around the globe by spreading disinformation. That's what Russian agents did in 2016, according to U.S. intelligence agencies. And on July 31, Facebook revealed that it had found evidence of a political-influence campaign on the platform ahead of the 2018 midterm elections.

The authors of one now defunct page got thousands of people to express interest in attending a made-up protest that apparently aimed to put white nationalists and left-wingers on the same streets. We don't fall for false news just because we're dumb. Often, it's a matter of letting the wrong impulses take over. In an era when the average American spends 24 hours each week online—when we're always juggling inboxes and feeds and alerts—it's easy to feel like we don't have time to read anything but headlines. We are social animals, and the desire for likes can supersede a latent feeling that a story seems dicey. Political convictions lead us to lazy thinking. But there's an even more fundamental impulse at play: our innate desire for an easy answer.

So, people usually trust fake news because it may represent a part of their ideology. People have a hard time changing their minds and admitting that they are wrong. Usually in fake news, things are sugar coated and they tend to encourage people to continue to believe in their assumptions, while people of influence must benefit out of it.

## HISTORY OF FAKE NEWS

The history around the use of information, and its various forms, is instructive. History teaches us that the forces behind disinformation do not necessarily expect to persuade journalists or broader audiences about the truth of false claims. This confusion means that many news consumers feel increasingly entitled to choose or create their own 'facts', sometimes aided by politicians seeking to shield themselves from legitimate critique.

This increased significance in the Digital Age where there is not just a democratisation of communications, but also a constant flow of disinformation, misinformation, falsehoods, and abuse. Social media gives everyone a chance to share and create information easily. Fake news can seriously impact and change



the flow of the history which can already be seen in the ancient time; in 44 BC Octavian ran a campaign of misinformation against his rival Marc Anthony, portraying him as a drunkard, a womanizer, and a mere puppet of the Egyptian queen Cleopatra. This „smear campaign” led to the Mark Anthony killed himself upon hearing false rumours propagated by Cleopatra herself claiming that she had committed suicide.

During the second and third centuries AD, false rumours were spread about Christians claiming

that they engaged in ritual cannibalism and incest. In the late third century AD, the Christian apologist Lactantius invented and exaggerated stories about pagans engaging in acts of immorality and cruelty, while the anti-Christian writer Porphyry invented similar stories about Christians.

Aug. 31, 1939: Nazi agents staged a fake attack on the German radio transmission tower at Gleiwitz, on the German-Polish border. Adolf Hitler used this “attack” as a pretext for the invasion of Poland the next day.

Today, social media is fuelled by many kinds of content, ranging from the personal to the political. There are many instances produced overtly or covertly by governments, and/ or an industry of public relations companies under contract to political or commercial actors. As a result, countless bloggers, Instagram ‘influencers and YouTube stars promote products and politicians without disclosing that they are paid to do so. In the midst of this, journalism loses ground, and itself becomes a subject not just of fair criticism, but also existential attack. In today’s digital world, it is straightforward for ill-intentioned actors to create and share convincing and difficult to detect fakery. There are many cases where professional journalists and newsrooms have damaged their reputation by sharing or republishing misleading information, photos or videos or information from fake persons. Latest examples of fake news spreading on the Internet led to a riot on Capitol Hill by the QAnon, movement which was started on internet, and it spread on social media. This is a crucial evidence how fake news on social media today and misinformation campaigns during the history can seriously destabilized democracies and societies.

## JOURNALISM

### WHAT IS JOURNALISM?

Journalism is the professional activity that consists of obtaining, processing, interpreting, and disseminating information through any written, oral, visual, or graphic medium. This professional work is based on the collection, synthesis, processing, and publication of current data. To fulfil its mission, the journalist or communicator must appeal to sources that are credible or take advantage of their own knowledge.

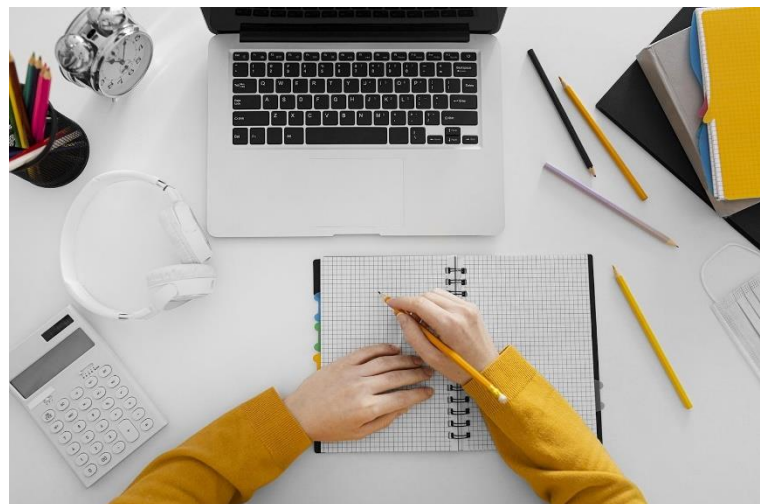
In less words, journalism, halfway between the social sciences and the information sciences, is the professional activity that is based on the dissemination of information of social interest through the different communication media.

That said, although the purpose of journalism is to relate what happens in society, there are different kinds of journalism, depending on the topic that is touched and the way it is expressed. The two main classes of journalism that exist are that of informational journalism and that of investigative journalism.

The first is to report current events that are relevant to a certain group of people or the public. His primary interest is to locate current events

about a character or about an event. The most important task that this kind of journalism must fulfil is to ensure that what is narrated is current, while it generates a certain impact on the public, since otherwise the newsworthiness of informative journalism would be lost.

For its part, investigative journalism, although it also seeks to publicize something specific, has as its main characteristic that it not only considers the present but also refers to the past, to the causes that generated a particular event. Its starting point is research, the search for data, consequences, clues, characters, testimonies.







### 1. According to the media

A communication medium is an instrument that serves as a channel for the dissemination of information. And depending on the channel, we have the following types of journalism.

**1.1. Written journalism:** The oldest type of journalism. Written journalism is one that, as a communication medium, uses printed media. The written word, accompanied by images, photographs and infographics, is the mainstay of this form of journalism. Information is transmitted through words embodied in a physical medium such as paper. As an example, we have newspapers and magazines.

**1.2. Radio journalism:** Radio journalism is one that, as a communication medium, uses the radio. Information is transmitted through radio waves that listeners can hear by having this device. For decades, it was the most popular form of journalism. And although new ways of doing journalism have emerged, radio is still one of the most powerful media.

**1.3. Audio-visual journalism:** Audio-visual journalism is one that, as a communication medium, uses television. In addition to oral communication, it includes audio-visual supports that complement the dissemination of information. The news programs are a clear example of this.

**1.4. Photojournalism:** Photojournalism, also known as graphic journalism, is one that uses photographs as a way to disseminate information. The mainstay of this form of journalism is not the words, but the images. The journalists of this branch are photographers who, with their knowledge, are capable of taking a photograph tell a story.

**1.5. Cyber journalism:** Cyber journalism, also known as digital or multimedia journalism, is that form of journalism that is based on the dissemination of information through the Internet and all the media that derive from it: blogs, social networks, websites, etc. It allows a much more massive dissemination of information, of unlimited scope and of extremely high speed.

### 2. According to the nature of the information

Now it's time to see the different types of journalism that exist depending on the nature of the information and the topics covered. Let's see, then, what kinds of journalism there are according to what is told.

**2.1. Political journalism:** Political journalism is that journalistic branch that focuses on the communication of current events related to national or international politics, with news about the government, political parties and their candidates and representatives. Analyse and disseminate information related to the political power of a society.

**2.2. Economic journalism:** Economic journalism is that journalistic branch that focuses on covering the news of the national or international economy. Relevant events about the economic situation of a country, the stock market, the stock market, the movements of business, the development of the different sectors and the state of the industry. Everything that has to do with the circulation of capital is covered by this type of journalism.

**2.3. Investigation journalism:** Investigative journalism is that journalistic branch in which, through deep immersion in a specific event, reports are made that expose new evidence and findings about a topic of social interest. The journalist must spend a lot of time planning, preparing, and investigating, but allows facts of public interest to be revealed, exposing injustices, uncovering fraud, or revealing facts that citizens were unaware of.

**2.4. Cultural journalism:** Cultural and leisure journalism is that journalistic branch that has the objective of publicizing cultural events of public interest, as well as, in the case of the criticism genre, providing opinions and points of view about their quality Cinema, art, gastronomy, literature ... Everything that has to do with culture is approached by this form of journalism.

**2.5. Sports journalism:** Sports journalism is that journalistic branch that focuses on covering sports news in a country or internationally. Both with chronicles of sporting events of interest and giving the last hour on the transfer market, sports journalism focuses on everything that has to do with sport. It is, surely, the branch that most fulfils an entertainment objective.

**2.6. Social journalism:** Social journalism is that journalistic branch in which, although political, economic, cultural, etc. issues can be dealt with, the focus and attention is placed on their most social component. The news focused on the impact on society. This is the pillar of social journalism, which,



also known as civic journalism, is committed to the reality of the country and promotes social changes thanks to its sensitivity to society itself.

**2.7. Scientific journalism:** Scientific journalism is that journalistic branch that focuses on covering current events in the world of science. Its objective is to inform, with a very informative character, about the new discoveries, advances, and future of the different sciences: medicine, physics, biology, astronomy, chemistry, geology ... Communicate, disseminate, and disseminate scientific knowledge to society. This is the ultimate goal of science journalism.

**2.8. War journalism:** War journalism is that journalistic branch that covers all the events that are happening in an area that is in the middle of a warlike conflict. War journalists are correspondents who literally risk their lives to inform society about what is happening in countries that are at war.

**2.9. Event journalism:** Event journalism is that journalistic branch that covers everything related to local news. It focuses on narrating current events and events (from different fields) that are of interest to a specific society, community, or country. Chronicles and news about robberies, accidents, crimes, natural disasters, political scandals ... All current events and events of social interest are covered by this type of journalism.

**2.10. Tourist journalism:** Journalistic branch that focuses on exploring travel and accommodation destinations for readers who love tourism. It is the way of doing journalism that, through tourist reviews, recommend (or advise against) visiting certain parts of the world.

**2.11 Citizen journalism:** Journalistic movement in which it is the citizens who become informants. It is booming with blogs that expose their vision of various social, cultural, political, economic, local, sporting issues, etc. In addition, many digital media, some of which have a written edition (especially the so-called free media) encourage citizen participation through spaces hosted on their web pages for readers to give their views of various events. There are many debates about whether this citizen participation can be considered journalism since it is not professional.



**Citizen journalism could be characterized by:**

- Encourage collaborative work: the possibility of contributing and receiving contributions from the network of communicators who collaborate with each other.
- Being horizontal, which implies the non-existence or reduction of the media hierarchy.
- Make possible the independence of media powers such as companies or political parties.
- Explore other journalistic forms working with principles such as assumed subjectivity or the sum of subjectivities.
- Reduce intermediaries, including the possibility that the same information sources and protagonists of the events become communicators.
- Be pedagogical.
- Allow work to be done with a less limited number of fonts

Finally, journalism is a means created by society to provide information and satisfy the implicit need of the human being to know and know what we cannot see with our eyes, thus obtaining security, power, and trust.



### Ethical Journalism

Journalistic ethics and standards comprise principles of ethics and good practice applicable to journalists. This subset of media ethics is known as



journalism's professional "code of ethics" and the "canons of journalism". So, while various codes may have some differences, most share common elements including the principles of truthfulness, accuracy, objectivity, impartiality, fairness, and public accountability, as these apply to the acquisition of newsworthy information and its subsequent dissemination to the public.

## 5 principles of ethical journalism

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### Resources and further information (in Spanish):

[Catholic net](#)

[Ciber correspondientes](#)

[Definition](#)

[Definition](#)

[The elements of journalism](#)

[15 types of journalism](#)

## CONCLUSION

While a lot has been written about fake news during the last few years, the role of mainstream news media in the dissemination of fake news has received significantly less attention. In general, their purpose is to manipulate people that are not highly intelligent and who will fall for any lie. The world is not prepared to defend against disinformation and manipulation on large scale. Any technological advancement has a beneficial and destructive potential. It is hard for countries and their government to control fake news, especially in those cases where the government is involved.

So, in order not to be fooled you need to check different sources to gather your facts. Consumers need to make sure the sources are credible and believable, and companies need to show us that the information given is provided by hardcore evidence. Some audiences are probably also more likely to retain the wrong information although it was covered as “fake news” if they for example suffer from strategic memory impairments or of information overload. The repeated exposure increases the familiarity of the wrong information contained in fake news, which has been found to be related to retention of wrong information in psychological research.

The world would and could be a better world without the fake media and news. We tried to give you an ample explanation of the types of media and the way they spread their information. All the sources have the tendency to make people believe in a certain way. We listed some methods of how to stop believing and how prevent fake news. Methods such as the 5Cs are really effective if you apply them correctly. The contribution of the current guidebook is that it turns the spotlight on the role played by mainstream news media in the dissemination of disinformation. Despite its importance, this is just a small step forward in helping you to stay properly informed about the world around you.

