Course: News and Disinformation   credits: 5

Course code	ICVB20THY5	**Modes of delivery**	Tutorial
Name	News and Disinformation	**Assessments**	News and Disinformation - Other assessment
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	C. Schoonbeek		

Learning outcomes

Content

In recent years, an old phenomenon has resurfaced with a new face. Trolls, angry citizens and agents create rumours and falsify news to influence public opinion. They try to tarnish the reputation of their opposition or to enrich themselves. Algorithms from platforms such as Facebook contribute to this development.

The consequences are far-reaching. The public loses trust in journalistic reporting and democratic processes such as elections and referendums are under pressure. Organisations feel the effect of disinformation on their reputation.

But there is a counter movement. Governments and businesses are looking for ways to counteract the dangers, through the use of awareness campaigns, codes of conduct for news providers, support for journalistic organisations, and the development of tools to combat fake news and disinformation.

In this elective module we will study *news and disinformation* as follows:
We study the role of news in a society, define disinformation, study where disinformation originates and how it propagates, which interests it serves, and how to recognize and combat it. We do this from the perspective of a communication professional in an organisation. There will be an individual written assignment on these topics.

Form: lectures, discussions, student presentations on subtopics

Depending on developments, a working visit to national or regional governments or news organizations might be part of the course.

Keywords: disinformation, journalistic criteria, news provision, digital platforms, fact checking, media literacy, reputation protection

Competences Programme learning outcomes Junior professionals:	Programme learning outcomes Junior professionals:	Level 3 (final project phase)	Where assessed?
1. **Context & strategy** 1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy. **Monitor** recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.	**Analyse** relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.	News and Disinformation News and Disinformation
1. **Target group & behaviour** 1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	1. Conduct applied research in a methodological way and use suitable research methods. **Evaluate** the needs, wishes and (inter)cultural factors of **all relevant** stakeholders, and translate them into a professional product.	Conduct research in a methodological way, use suitable research methods and **evaluate** the research. N/A	News and Disinformation
1. Account for communication	**Assess** insights from knowledge and theory	N/A	

interventions based on knowledge, theory and research insights.	in order to support effective communication interventions.		
1. **Concept & creation**	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	**Develop** a creative concept using creative methods and techniques, and **account** for the extent to which the concept is suitable for the target group as well as the organisation's goals.	N/A
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	**Account** for the application of channels and (digital) tools in order to deliver communication suitable for the target group.	**News and Disinformation**	
1. Create relevant content tailored to the concept and the organisation's goals.	**Create** relevant content and/or a **prototype of a professional product**, and **substantiate** the way that it is/they are tailored to the organisation's goals.	N/A	
1. **Planning & organisation**	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	**Design the communication plan** for and organise the implementation of a **complex** professional product, **taking into account** target groups, goals and budgets.	N/A
1. **Persuasion & commitment**	1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	**Advise** on the organisation's communication, taking into account the organisation's goals and communication strategy in a **complex context.**	**News and Disinformation**
1. Communicate[1] orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	**Communicate** orally and in writing in a correct, target group-oriented, business-like and **convincing manner**, and are able to explain their points of view in both internal and external communication.	N/A	
1. **Connection & facilitation**	1. Organise interaction and collaboration, arrange	**Organise** interaction and collaboration, arrange	N/A

	networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information.	networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information requirement.
1. Recognise opportunities, develop initiatives and dare to experiment.	Are able to think **out of the** box, experiment and create or co-create novel solutions.	N/A

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT