

Glossary

- **Antisemitism** – hostility towards or prejudice about Jews.
- **Agent** – the person or institution that sends a message.
- **Clickbait** – a sensational text or thumbnail link designed to attract attention and to entice users to follow that link and read, view, or listen to its contents, which often do not meet the expectations generated by the text or link.
- **Citizen journalism** – refers to the participation of citizens (not trained professional journalists) in the production and dissemination of news, especially through personal websites, (micro) blogs and social media channels.
- **Content analysis** – a research methodology designed to quantify and analyze the presence, meanings, and relationships of such certain words, themes, or concepts in a given set of texts.
- **Contextualisation** – understanding information or language within its meaningful, appropriate context rather than treating it in isolation from contextual factors.
- **Critical thinking** – the intellectual ability to analyse the available facts, evidence, observations, and arguments in order to form a balanced independent judgment.
- **Decontextualisation** – removing information or language from its original context and treating it in isolation.
- **Deepfakes** – artificially generated images, audio, and videos used in place of the original image, audio, or video
- **Digital literacy** – the skills needed to live, learn, and work in a society where communication and access to information are increasingly through digital technologies like Internet platforms, social media, or mobile devices.
- **Discourse analysis** – an approach used to conduct research on the use of language in context, usually related to a wide variety of social problems, or to the workings of power in social life.

- **Disinformation** – disinformation is false information that is spread by someone who knows it to be untrue, intended to manipulate, cause damage, or induce people, organizations or countries to act against their best interests.
- **Echo chamber** – a situation created by media algorithms in which people only encounter messages that match with their political and social preferences; this is likely to lead to amplification and reinforcement of these ideas and to social polarisation.
- **Exaggeration** – the cause is intentionally exaggerated.
- **Fabricated content (also impostor content)** – content designed to harm individuals, groups of people, or an issue; the impersonation of actual sources.
- **Facebook** – a social networking website that was founded in February 2004 by Harvard University students. People can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others. Originally, the idea behind Facebook was to provide an online book of faces for university students to connect and share information.
- **Fact checkers (fact checking sites)** – institutions that seek to verify information presented in the media, in order to determine its accuracy and thereby protect the public from information disorders and promote the veracity of reporting.
- **Fake news** – false, partially false or misleading information presented as though it were news.
- **False context or connection** – contextual information is not truthful, or based on false claims; content is not supported by visuals, headlines, and captions.
- **Hate speech** – offensive or threatening speech or writing that expresses prejudice against a particular group, especially on the basis of ethnicity, religion, or sexual orientation.
- **Impostor content (also fabricated content)** – content designed to harm individuals, groups of people, or an issue; the impersonation of actual sources.
- **Information disorder** – a generic term covering misinformation, disinformation and malinformation.

- **Instagram** – is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram allows users to edit and upload photos and short videos through a mobile app.
- **Intercultural competence** – is the ability to function effectively across cultures, to think and act appropriately, and to communicate and work with people from different cultural backgrounds – at home or abroad.
- **Interpreter** – the person who explains what is being said in another language, or who explains the message that is being transmitted in a particular medium.
- **Intertextuality** – the interdependence of texts with relation to each other, either through overt techniques such as quotation, reference, parody or satire, or more generally through cultural or social influences.
- **Malinformation** – malinformation is material that is published with the deliberate intention of harming a person, institution or country.
- **Manipulated (photo or video) content** – visuals and/or content shared to deceive; use of real images in false contexts to cause harm and make the claim stronger.
- **Media literacy** – the ability to access, analyse and evaluate all forms of media communication, and to create and use it appropriately.
- **Message** – a verbal, written, or recorded communication sent by an agent to a recipient, a significant social, moral or political point that is being conveyed.
- **Migrant** – a person who travels to another place or country, usually in order to find work or to join family members.
- **Minority / minorities** – a group or groups within a society that differs from the mainstream on grounds of one or several of the following traits: ethnicity, religion, sexual orientation, etc.
- **Misinformation** – is incorrect or misleading information that is presented as if it were true. In the case of misinformation, the person or institution disseminating the information genuinely believes that it is true.
- **Misleading content** – material designed to make people believe something that is not true.

- **Multimodal analysis** – analysis of media assemblages in which textual and non-textual forms of information are combined.
- **Narrative** – a spoken or written account of events, a story.
- **News literacy** – is an emerging field within the disciplines of media literacy, journalism education, information technology, and other related areas. Its core mission is recognized as “citizen empowerment” in that the critical-thinking skills necessary to the evaluation of news reports and the ability to identify fact-based, quality information encourage active participation and engagement among well-informed citizens.
- **Otherisation/Otherness** – process by which a person or a group of individuals is made to appear different or strange. Otherness marks a difference between a “we” (“I”) and the others. Sometimes it has negative connotations, but this is not always the case.
- **Pandemia** – an outbreak of a disease that occurs over a wide geographic area (such as multiple countries or continents) and typically affects a significant proportion of the population.
- **Prejudice** - an unfair and unreasonable opinion or feeling, especially when formed without enough thought or knowledge.
- **Parody** – an imitation of the style of a particular author, genre or media production that is intended for humorous effect.
- **Propaganda** – used by political actors and organizations to influence public opinions.
- **Racism** – hate, discrimination, violence and/or persecution against a group of people because of their skin color, language or place of birth that is based on the belief that one ethnic group is superior to another.
- **Recontextualization** – a process through which texts, images, signs or meanings are extracted from their original context (decontextualisation) and reused in another context.

- **Refugee** - someone who is unable or unwilling to return to their country of origin owing to a well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group, or political opinion.
- **Satire/parody** – the intention is to fool but without causing harm.
- **Sensationalism** – the use of shocking or dramatic material to produce emotional responses.
- **Shit storm** – a situation, usually emerging unattendedly, in which suddenly large numbers of people are interacting negatively, leading to escalating conflict.
- **Social media** – a collective term for Internet-based platforms and networks that enable users to communicate with other users worldwide and generate and share media content.
- **Source** – the person or medium from which we obtain something.
- **Target group** – intended audience.
- **TikTok** – popular Chinese-based platform that hosts short user-generated videos, which is very popular with young people.
- **Twitter** – an American microblogging and social networking service on which users post and interact with messages known as "tweets".
- **WhatsApp** – an American messaging and voiceover platform that allows users to send text messages, photographs and voice messages, and to make voice and video calls.
- **Xenophobia** – dislike of or prejudice against people from other countries or members of other ethnic groups.