

I Jornadas de Cultura Libre
30 marzo 2022



Conocimiento abierto para combatir la desinformación

CIBERIMAGINARIO
GRUPO DE INVESTIGACIÓN



CRESCent
Countering Threats Through Responsible Communication



Cofinanciado por el
programa Erasmus+
de la Unión Europea

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MOOC



Mind the Gap in media coverage and strategic communication in case of security threats

URJJCx CRESCEnt

Plataforma de
conocimiento abierto de la
Universidad Rey Juan
Carlos



MOOC

**ESTRUCTURA
METODOLOGÍA Y RECURSOS
RESULTADOS**

SHOWCASE EVENT

 **CRESCent**

MADRID [20/5/21]
BUCHAREST [28/5/21]
ATHENAS [11/6/21]

**COUNTERING
THREATS
THROUGH
RESPONSIBLE
COMMUNICATION**

EVENT SCHEDULE

PRESENTATION
Guidelines
Syllabus
MOOC and OERs

DEMONSTRATION
Application to cases and
concrete examples of treatment
of information on radicalization,
extremism or terrorism

DEBATE
Exchange of ideas and proposals
for improvements

Sign up for the event

crescentproject.eu/multiplier-event

Organized by



Open Educational Resources

<https://crescentproject.eu/oer/>

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CHOOSE A TOPOIC AND MOVE ALONG FASTER

- 1. Security, asymmetric threats and communication
- 2. Strategic communication and public opinion
- 3. Addressing the challenge of fake news, disinformation and covert influence in the digital era
- 4. CRESCEnt Advanced Analytic and Critical Thinking Toolkit
- 5. Role-playing Simulations/Gaming

1. Security, asymmetric threats and communication

CHARACTERIZATION OF THE 21ST CENTURY SECURITY THREAT LANDSCAPE

DOI [10.5281/zenodo.3903231](https://doi.org/10.5281/zenodo.3903231)

Definitions: national security threats, state conventional and non state unconventional methods, hybrid threats, disinformation.

[Go to OER 1.1.1](#)

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Plataformas Europeas de Conocimiento Abierto

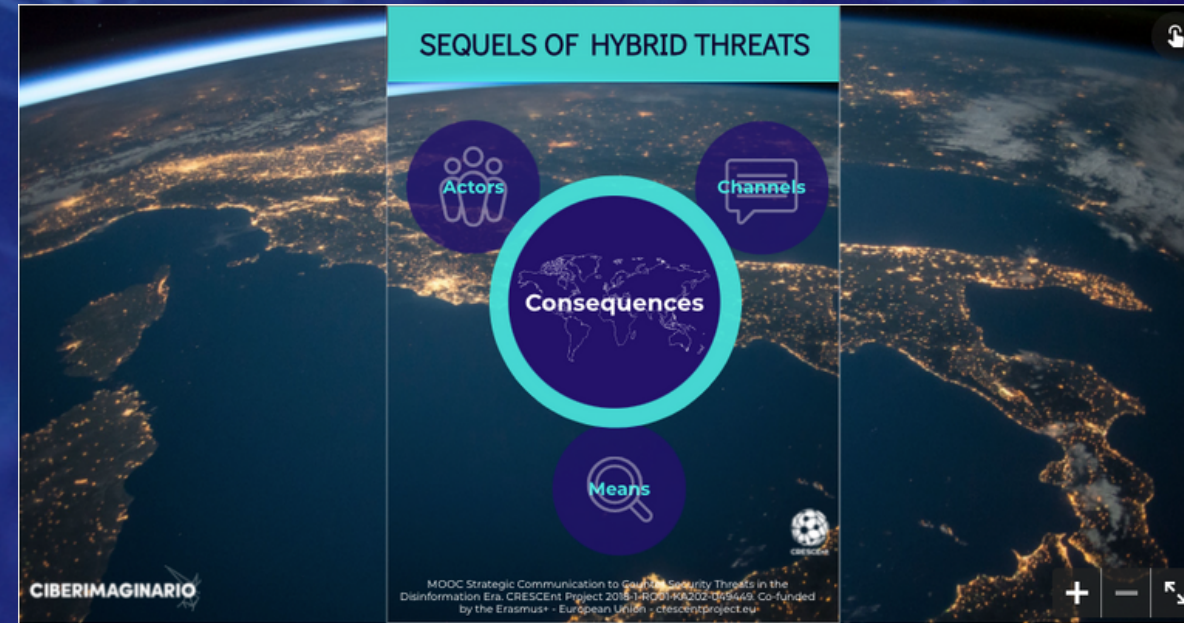
SchoolEducationGateway
Europe's online platform for school education





Elaboración del contenido

- Producción
- Diseño
- Desarrollo



Strategic Communication

Strategic communication has been defined as “coordinated actions, messages, images, and other forms of signaling or engagement intended to inform, influence, or persuade selected audiences in support of national objectives” (Paul 2011: 3) or the objectives of a particular organization. Similarly, strategic communication is understood as “the use of words, actions, images, or symbols to influence the attitudes and opinions of target audiences to shape their behavior in order to advance interests or policies, or to achieve objectives” (Farwell 2012: xviii–xix).

1 2 3 4 5 6

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10 TYPES OF MIS- AND DISINFORMATION

FALSE CONNECTION When headlines, visuals or captions don't support the content	FALSE CONTEXT When genuine content is shared with false contextual information
MANIPULATED CONTENT When genuine information or imagery is manipulated to deceive	SATIRE OR PARODY No intention to cause harm but has potential to fool
MISLEADING CONTENT Misleading use of information to frame an issue or individual	IMPOSTER CONTENT When genuine sources are impersonated
FABRICATED CONTENT Content that is 100% false, designed to deceive and do harm	PROPAGANDA When content is used to manage attitudes, values and knowledge
SPONSORED CONTENT Advertising or PR disguised as editorial content	ERROR When established news organisations make mistakes while reporting

STOP THE SPREAD OF MISINFORMATION. THINK BEFORE YOU SHARE, REACT OR RESPOND.

CRESCENT

MDOC Strategic Communication to Counter Security Threats in the Disinformation Era. CRESCENT Project 2018-2020. KA102-045410. Co-funded by the Erasmus+ European Union. crescentproject.eu



PUBLICACIÓN REAs





¡GRACIAS POR LA ATENCIÓN!



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