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Bu proje Avrupa Birliği Türkiye Delegasyonu tarafından finanse edilmiştir.
This project is funded by the Delegation of the European Union to Türkiye.

EEAS/DELTUR/2023/041

DIGITAL MEDIA LITERACY

FOCUSING ON DISINFORMATION

ONLINE CERTIFICATE PROGRAMME

REPORT



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DIGITAL MEDIA LITERACY FOCUSING ON DISINFORMATION-ONLINE CERTIFICATE PROGRAMME

1. Aim and Scope of the Program

Disinformation is one of the main issues we combat to have a more democratic society and an empowered public. Media literacy serves as a main tool in fighting against disinformation that includes misleading and/or false content. Media-literate individuals are in a more advantageous position according to others since they are more conscious, may make informed decisions, and may also protect their family members and themselves from inappropriate/false content. Nowadays, with the effect of the technological transformations in society, not only media literacy but also digital media literacy has gained attention.

To empower the public with this awareness, we have to begin from the experts. To combat disinformation and the spread of false news around, communication faculty students are targeted for this awareness-raising activity as the experts of the future. This study aims to empower participants in Türkiye with digital media literacy. In order to achieve this aim, Başkent University Communication Faculty members, who are experts in the field and also attend the courses in the faculty, is giving 18 hours of online courses that are defined below. At least 500 participants in Türkiye are planned to be included in the certificate program which can be also viewed in e-devlet system of the country (Annex 1: E-Devlet Certificate of the Program). To assess the program's effectiveness, participants completed a pre-test and post-test consisting of 18 questions. It is designed to understand their awareness of disinformation before the program and to determine their gains after the program (Annex 2: Pre-Test and Pro-Test Questions).



Courses:

Introduction to Traditional and Digital Media Literacy		6 hours
From Information to Disinformation	Prof. Dr. G. Senem Gençtürk Hızal	2 hours
Structural Change and Transformation of Media: Media Industry Traditional Media and New Media	Assist. Prof. Dr. Selver Dikkol Akçay	1 hour
Traditional and Digital Media Literacy	Prof. Dr. Özcan Yağcı	1 hour
Visual Literacy	Assist. Prof. Dr. Banu Erşanlı Taş	2 hours
2. Cyber Security, Risks and Policies		3 hours
Freedom of the Press and Freedom of Information, Cybersecurity, Privacy Security	Assoc. Prof. Dr. Kıvılcım Romya Bilgin	3 hours
3. Media and Trust		5 hours
From Audience to Urea Consumer: Environments, Features and Usage Areas Lecturer	Lecturer Erdem Alper Turan	5 hours
Click Bait Journalism		
Echo Chambers		
Filtre Bubbles		
Fact Check Online Tools		
4. Media and Ethics	Assoc. Prof. Dr. Ceyda Kuloğlu	2 hours
5. Hate Speech	Assoc. Prof. Dr. Ebru Akçay	2 hours

2. Preparation and Production Process

The necessary technical preparations for the filming of the lectures—including studio design, credits, and PowerPoint templates to be used during the sessions—were completed on March 25, 2024 (Annex 3: Design of PPT for Lessons). On 17 January 2024, Prof. Dr. G. Senem Gençtürk Hızal, Dean of Başkent University Faculty of Communication, participated in the “Doğruluk Elçileri” (Truth Ambassadors) program on Kafa Radio. She provided detailed information about the Digital Media Literacy Focusing On Disinformation- Online Certificate Programme (Annex 4: Social Media Post of the Radio Program). The program is available on Kafa Radio podcast series (<https://kafaradyo.com/Home/PodcastTracks/49581#>) and Başkent University Faculty of Communication Youtube channel. (<https://www.youtube.com/watch?v=KnwXGj12WVI&t=10s>).

On 5th of March, 2024, Stefona Fantaroni, Head of Political Section of EU Delegation to Türkiye and Dr. Lale Şıvgın DüNDAR, Strategic Communication Officer of EU Delegation to Türkiye, visited our University



and received information about the project process. This visit was featured on the official Instagram account of Başkent University Faculty of Communication(<https://www.instagram.com/p/C4I-n17N92M/?igsh=dXFubW9yMjA2emx3>). (Annex 5: Photos of the Visit).

After completing the filming and post- production process, the courses were submitted to the EU Delegation to Türkiye for approval. On August 23, 2023, the final course was submitted to the Delegation for review and the approvals of all program sections were finalized by the Delegation on September 23, 2024 (https://drive.google.com/drive/mobile/folders/1OvvWrq9_cSDzzWvELDU5TyObxwrOI8iG?usp=sharing). Between 23-27 September 2024, the program was successfully uploaded to Başkent University Training, Counseling and Research Center System (BEDAM-SIS).

3. Commencement of the Program

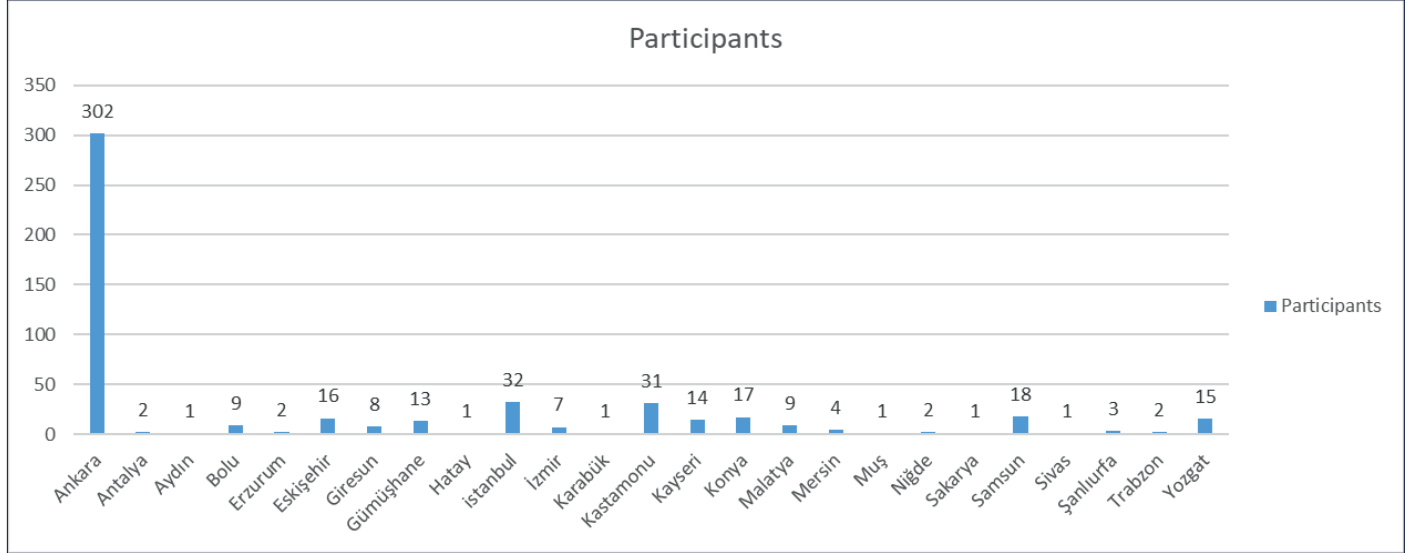
On September 27, 2024, Başkent University Training, Counseling and Research Center (BEDAM) begin accepting registrations for the program. Announcements and detailed explanations about the program's launch were shared on Başkent University Faculty of Communication's official Instagram account (<https://www.instagram.com/p/DAbLwvZthT/?igsh=a2d5ejQwcHByNm93>) and web page (<https://ilf.baskent.edu.tr/kw/onizleme.php?birimid=193445&dil=TR>) on September 27, 2024.

A total of 1177 applications were submitted to the program.

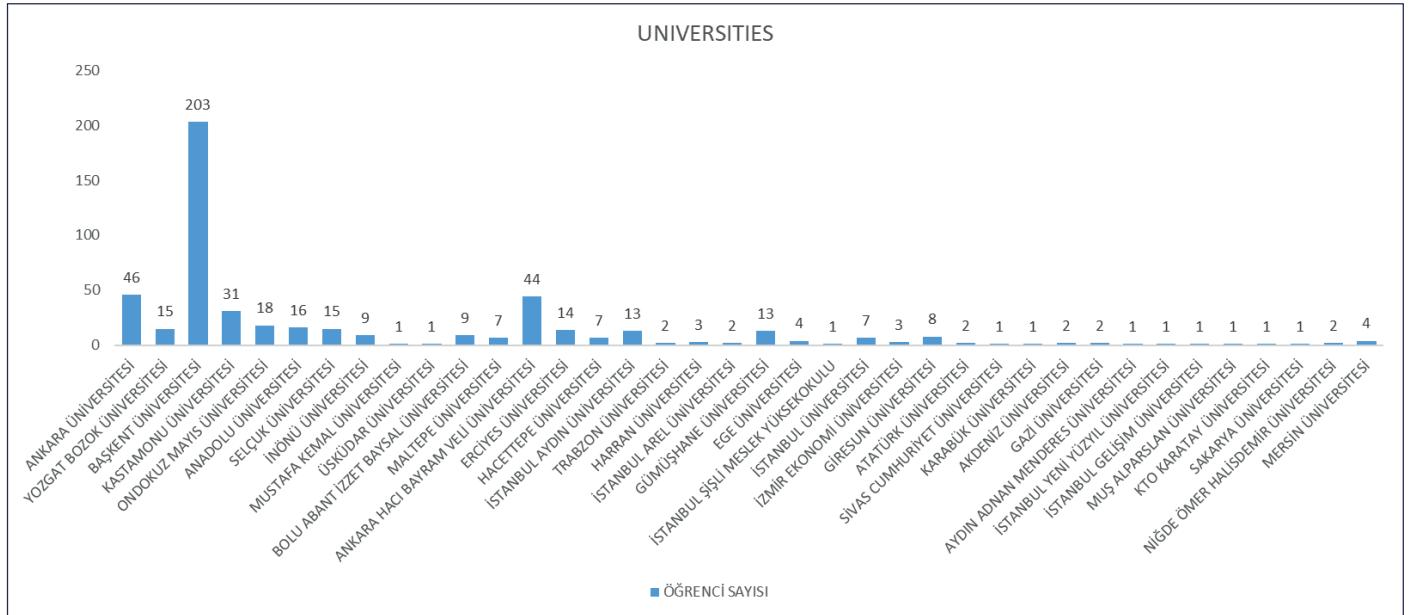
4. Pre-Test-Post-Test Results and Analysis

Between 27 September 2024 and 28 November 2024, 512 participants successfully completed the program. Thus, the program reached its target of 500 participants. Participants represented 25 different cities and 38 universities across Türkiye.

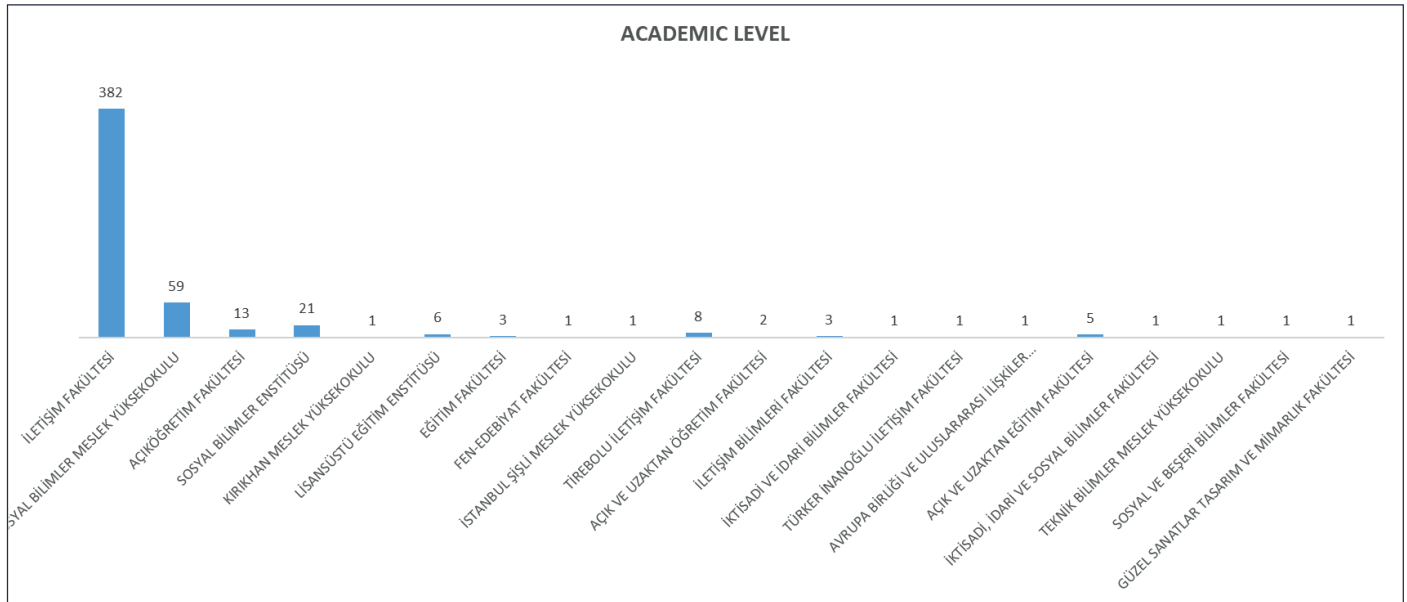
Distribution of participants according to provinces:



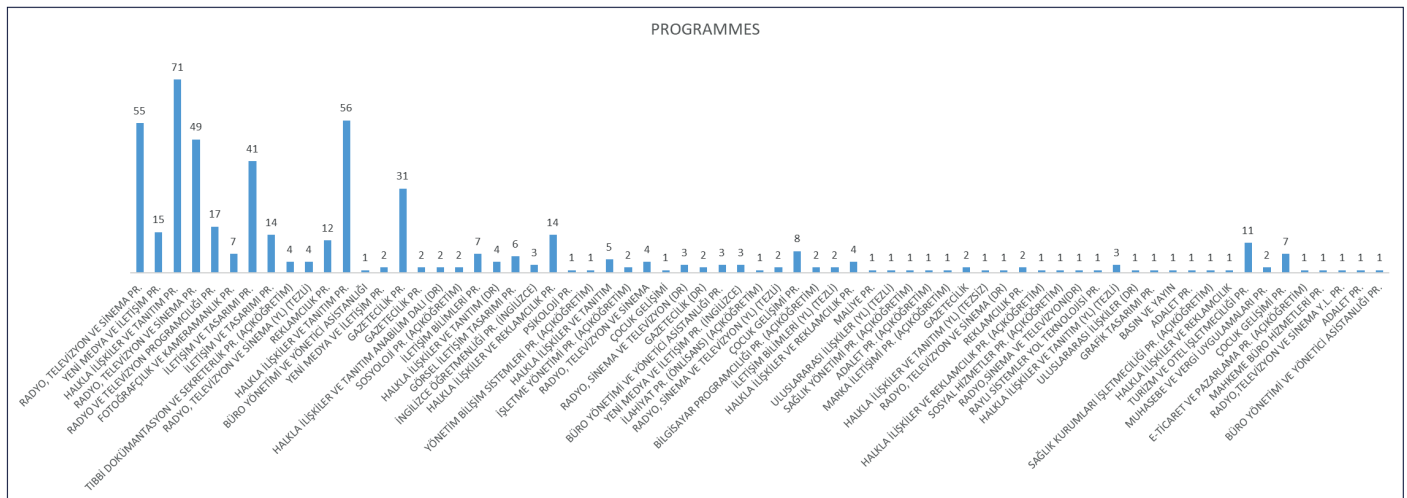
Distribution of participants according to universities:



Distribution of participants according to their academic level:



Distribution of participants according to programs:



Participants completed the same set of questions in a pre-test administered before the lessons and a post-test conducted afterward. This approach enabled a direct comparison of their initial readiness and their achievements following the training.

The distribution of the questions was designed to align with the course hour content. Trainers prepared one question for each lesson hour; resulting in a total of 18 questions for the 18-hour course. The table below details which question corresponds to each class hour.



Courses	Questions
From Information to Disinformation (2 hours)	1. Which of the following is not effective in spreading disinformation? 2. Which of the following is the main element that distinguishes disinformation from information?
Structural Change and Transformation of Media (1 hour)	3. What constitutes the driving force behind the changes in media industries?
Traditional and Digital Media Literacy (1 hour)	4. Which of the following cannot be considered within the scope of media literacy?
Visual Literacy (2 hours)	5. The concept of visual literacy cannot be related to which of the following? 6. Which of the following is not one of the Gestalt principles of perception in the visual perception process?
Cyber Security, Risks and Policies (3 hours)	7. Freedom of the press means that media organs have broad freedom of expression in the process of reporting. However, freedom of the press includes not only the right of journalists but also the right of society to obtain information and access different views. Which of the following statements best describes freedom of the press? 8. Which of the following statements best describes the right to receive information? 9. Firewalls play an important role in the cybersecurity process to ensure network security. However, which of the following statements incorrectly describes the basic function of firewalls?
Media and Trust (5 hours)	10. In which of the following options is there a significant relationship between the characteristics of digital media environments and their usage areas? 11. Which of the following cannot be considered as one of the reasons for the application of click bait journalism? 12. Which of the following options is one of the negativities caused by the Echo Chambers? 13. Which of the following options does not include the effects and properties of filter bubbles? 14. Which of the following is not one of the methods to prevent fake news?
Media and Ethics (2 hours)	15. Which of the following violates the public right to know rule? 16. Which of the following is not one of the topics of ethical debates about new media?
Hate Speech (2 hours)	17. Which of the following cannot be considered as hate speech? 18. Which of the following is an incorrect expression for hate speech?

Participants achieved an average pre-test score of 60.61%, with the table below showing the percentage of students who correctly answered each pre-test question. Following the training, all participants (100%) answered the post-test questions correctly, reflecting a significant improvement.

	Pre-Test Results (ratio of the correct answer)
Question 1.	% 27,92
Question 2.	% 49,24
Question 3.	% 50,93
Question 4.	% 72,76
Question 5.	% 64,30
Question 6.	% 55,67
Question 7.	% 85,62
Question 8.	% 90,19
Question 9.	% 64,97
Question 10.	% 66,67
Question 11.	% 39,26
Question 12.	% 65,14
Question 13.	% 42,13
Question 14.	% 53,13
Question 15.	% 74,45
Question 16.	% 40,61
Question 17.	% 91,71
Question 18.	% 56,35

The pre-test results provided insights into the participants' level of readiness for the subject. Questions 1, 2, 11, 13, and 16 had correct answer rates below 50%. Analyzing the table of questions and topics reveals that these questions addressed themes such as "From Information to Disinformation," "Media and Trust," and "Media and Ethics." These results indicate that, prior to the training, participants had limited awareness of key concepts, including the definitions of information and disinformation, the connection between media and trust, and the principles of media ethics.

Participants answered questions 3, 5, 6, 9, 10, 12, 14 and 18 with a correct response rate of 50% to 70%. These questions focused on topics such as Visual Literacy, Media Industry, Traditional Media and New Media, Cyber Security, Risks and Policies, Media and Trust, and Hate Speech. The results suggest that the participants possess a basic level of knowledge in these areas, but there is a need to enhance their understanding.



The results indicate that participants demonstrated a high level of readiness (70% and above) on certain topics related to Traditional and Digital Media Literacy, Cyber Security, Risks and Policies, Media and Ethics, and Hate Speech. This was reflected in their performance on Questions 4, 7, 8, 15, and 17.

In addition to these pre-test and post-test results, participants who successfully completed the program provided feedback featured in a short video. This video provides direct insights into what participants learned and the outcomes they achieved by the end of the program. Such qualitative feedback is at least as valuable as the quantitative evaluation of pre-test and post-test results.

In conclusion, based on the analysis of correct answer rates from the pre-test and post-test, it can be concluded that participants significantly benefited from the training in areas where their initial knowledge was low, leading to increased awareness. Additionally, the training provided participants with new perspectives on topics where they already had a high level of readiness.

5. Closing Ceremony of the Program

The closing ceremony of the program was held on 2 December 2024 at Başkent University Prof. Dr. İhsan Doğramacı Conference Hall. The event was attended by invitees from the Delegation of the European Union to Türkiye, Başkent University senior management, academics, Deans of the Faculty of Communication in Ankara, students, and members of the media (Annex 6: Invitation of Closing Ceremony).

The ceremony was attended by Stefona Fantaroni, Head of Political Section of EU Delegation to Türkiye; Dr. Lale Şıvgın Dünder, Strategic Communication Officer of the EU Delegation to Türkiye; Prof. Dr. Hakan Özkardeş, President of Başkent University; Vice Presidents, academics, and students. Prof. Dr. Mehmet Haberal, Founder of Başkent University, also visited the ceremony despite his busy schedule.

Before the opening speeches, a short video introducing the program and explaining its development process was shown (<https://www.youtube.com/watch?v=u1ROcHagrnQ>). The opening speeches were delivered by the Dean of the Faculty of Communication at Başkent University, Prof. Dr. Hakan Özkardeş, President of Başkent University, and Stefona Fantaroni, Head of Political Section of EU Delegation to Türkiye. Following the opening speeches, a short video featuring feedback from some students who successfully completed the program was presented (<https://www.youtube.com/watch?v=pmXVHI9trvo>).

Başkent University Rector, Prof. Dr. Hakan Özkardeş presented a certificate of appreciation for funded the program and a gift – crafted by the Başkent University Ceramics Workshop - to Stefona Fantaroni, Head of Political Section of EU Delegation to Türkiye. Mr. Fantaroni presented a gift to the President of Başkent University in appreciation of their fruitful collaboration. Additionally, Dean of the Faculty of Communication, Prof. Dr. G. Senem Gençtürk Hızal presented a certificate of appreciation to Dr. Lale Şıvgın Dünder, Strategic Communication Officer of EU Delegation to Türkiye, for her valuable support and contributions to the program.

Mr. Fantaroni presented to a certificate of appreciation to lecturers of the Programme. Vice President of Başkent University, Prof. Dr. Füsun Eyidoğan presented to a certificate of appreciation to production team of the Programme. Vice President of Başkent University, Prof. Dr. Özcan Yağcı presented to a certificate of appreciation to design team of the Programme. Vice President of Başkent University, Prof.

Dr. Erdem Kırkbeşoğlu presented a certificate of appreciation to BEDAM Manager, Student Registrar and Project Finance Manager of the Programme.

At the closing ceremony, certificates of appreciation were presented to the students from Ankara representing all participants who successfully completed the Digital Media Literacy Online Certificate Program Focusing on Disinformation (Annex 7: Certificates of Appreciation for Participants). Certificates were also presented to the program's lecturers and to individuals who contributed to the production and infrastructure processes of the program.

The students representing 512 participants from various universities in Ankara were presented with certificates of appreciation by Stefona Fantaroni, Head of Political Section of EU Delegation to Türkiye, Prof. Dr. Abdülkadir Varoğlu, Education Coordinator of Başkent University and Dr. Lale Şıvgın Dündar, Strategic Communication Officer of EU Delegation to Türkiye.

6. Media Coverage of the Closing Ceremony

After the ceremony, news about the ceremony was published on various platforms. Below is an overview of the media coverage for the closing ceremony of the Digital Media Literacy Certificate Program Focusing on Disinformation:

PUBLICATION	LINK
Kanal B	https://clips.medyatakip.com/bc/clip/oRLYIOsbO7jT8w8ANL4Bly?addNextButtonSpace=1&addPrevButtonSpace=1&now=1733294902325
Başkent University Faculty of Communications	https://www.instagram.com/reel/DDE1rZwN8eW/?igsh=MWtnMGRtYWxkZzF1ZQ%-3D%3D
Haber yenisigundem	https://www.haberyenisigundem.com/baskent-universitesi-dezenformasyon-egitimi.html
Ankara Kent Haber	https://www.ankarakenthaber.com/haber-baskent-universitesinin-dezenformasyon-egitimi-tamamlandi-146125.html
Son Söz	https://sonsoz.com.tr/haber/22647377/dijital-medya-okuryazarligi-sertifika-programi-tamamlandi
Manşet Haber	https://mansethaber.com/baskent-universitesi-iletisim-fakultesinden-dezenformasyon-la-mucadele-icin-medya-okuryazarligi-egitimi/
Birlik Haber Ajansı	https://x.com/bhanetttr/status/1863924007659028984?s=48&t=3o6y9FKnRJxwhGR-nWloOSA
Birlik Haber Ajansı	https://bha.net.tr/ankara/baskent-universitesinin-dezenformasyon-egitimi-tamamlandi
Kırşehir Net Haber	https://www.kirsehirhaber.org/baskent-universitesinin-dezenformasyon-egitimi-tamamlandi
Kampüs Haber	https://kampushaber.com/baskent-universitesi-iletisim-fakultesinden-dezenformasyon-la-mucadele-icin-medya-okuryazarligi-egitimi/amp/

Annex 1: E-Devlet Certificate of the Program



Annex 2: Pre-Test and Pro-Test Questions

- Which of the following is not effective in spreading disinformation?
 - Confirmation bias**
 - Increasing foci of competition
 - Meeting the need
 - Trust in the source
- Which of the following is the main element that distinguishes disinformation from information?
 - to be surprising
 - Deceptive**
 - Being wrong
 - Lying
- What constitutes the driving force behind the changes in media industries?
 - Technology**
 - Advertising
 - Society
 - Content



4. Which of the following cannot be considered within the scope of media literacy?
 - a. The individual obtains the information he needs from relevant communication tools
 - b. Analyzing the information obtained by the individual
 - c. Ability to make decisions on issues such as verification and reliability
 - d. A person's literacy**

5. The concept of visual literacy cannot be related to which of the following?
 - a. Visual learning
 - b. Visual thinking
 - c. Visual communication
 - d. Visual design**

6. Which of the following is not one of the Gestalt principles of perception in the visual perception process?
 - a. Similarity
 - b. Figure-ground relationship
 - c. Color**
 - d. Simplicity

7. Freedom of the press means that media organs have broad freedom of expression in the process of reporting. However, freedom of the press includes not only the right of journalists but also the right of society to obtain information and access different views. Which of the following statements best describes freedom of the press?
 - a. Public presentation of news and information produced solely by the government.
 - b. Journalists have the right to freedom of reporting and expression without any restrictions.**
 - c. Freedom to operate only for media organizations that embrace a certain ideology.
 - d. Receiving and publishing news that affects public opinion only from official government sources.

8. Which of the following statements best describes the right to receive information?
 - a. Disclosure to the public only of information provided by official government sources.
 - b. Freedom to operate only for media organizations that reflect a particular ideology.
 - c. The freedom of individuals to obtain information from a variety of sources and to access different views.**
 - d. Publishing media content that contains only the views of a particular political party.

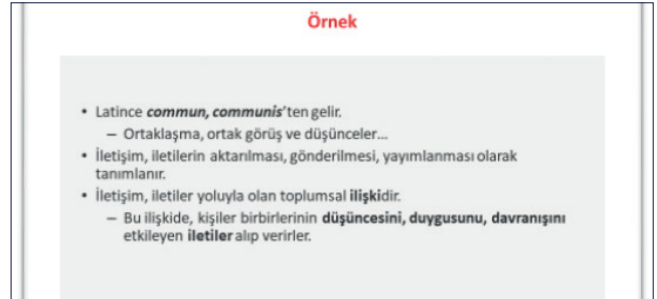
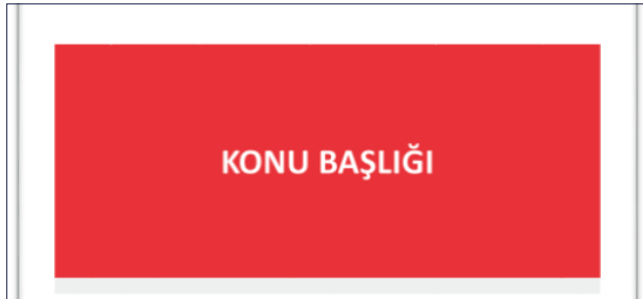
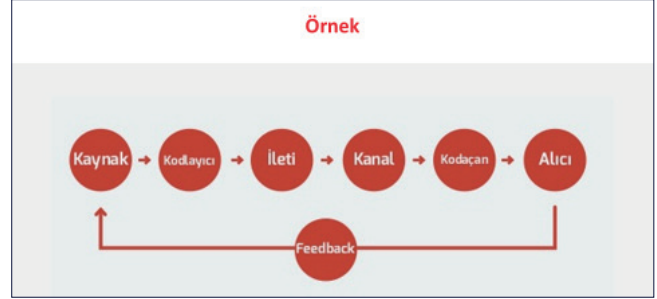


9. Firewalls play an important role in the cybersecurity process to ensure network security. However, which of the following statements incorrectly describes the basic function of firewalls?
- a. Controlling network traffic by blocking unauthorized access attempts.
 - b. Detecting and blocking malware.
 - c. Developing data encryption algorithms.**
 - d. Allowing or blocking specific network protocols.
10. In which of the following options is there a significant relationship between the characteristics of digital media environments and their usage areas?
- a. Facebook is a social media environment used by middle-aged and older users for socializing, entertainment and profit.
 - b. X (Twitter) is a social media environment with a strict user policy preferred by middle-aged users for political communication and journalism.
 - c. Instagram is an image and sound-oriented social media environment used for advertising & marketing and entertainment purposes.**
 - d. YouTube is a social media environment used for video production and broadcasting, with users in the 18-24 age group.
11. Which of the following cannot be considered as one of the reasons for the application of click-bait journalism?
- a. Increased site traffic as a result of users clicking on interesting headings.
 - b. Informing users about current issues through instant updates.**
 - c. The editorial perspective allows flexibility in this approach to journalism.
 - d. The distribution of advertising revenues is determined by the number of hits and clicks.
12. Which of the following options is one of the negativities caused by the Echo Chambers?
- a. Being aware of different opinions.
 - b. Confirming the accuracy of our own ideas.
 - c. Directing users to strengthen the desired idea or view.**
 - d. The opportunity to meet and interact with other like-minded users.
13. Which of the following options does not include the effects and properties of filter bubbles?
- a. It enables users to encounter different information and perspectives on a topic.**
 - b. It facilitates users' interaction with other users who think and act like them.
 - c. It is formed by making sense of the information presented by users to the environment/platforms.
 - d. It provides the user with a rich and enjoyable user experience.



14. Which of the following is not one of the methods to prevent fake news?
- a. Use of fact-checking tools.
 - b. Improving media literacy.
 - c. Following producers with different views.
 - d. Paying attention to the use of images in news content.**
15. Which of the following violates the public right to know rule?
- a. Citizens do not have to be informed on every issue that concerns them.**
 - b. The public's right to know is a fundamental condition for the protection of political structures.
 - c. Thanks to the public's right to know, citizens can put pressure on those in power.
 - d. More democratic society can be created with the public's right to know.
16. Which of the following is not one of the topics of ethical debates about new media?
- a. Doctoring**
 - b. Illusion of knowledge
 - c. Using social networking sites for purposes other than their intended purpose
 - d. Content can be used as it is
17. Which of the following cannot be considered as hate speech?
- a. "The woman wearing shorts deserved physical and sexual violence."
 - b. "The principle of equal opportunity is critical for the integration of disabled people into social life."**
 - c. "White Americans are superior to African Americans."
 - d. "Since the Jews are thieves, they are responsible for the economic crisis."
18. Which of the following is an incorrect expression for hate speech?
- a. Hate speech marginalises and stigmatises individuals.
 - b. Hate speech legitimises violence.
 - c. Hate speech is based on discrimination.
 - d. Hate speech takes place especially in verbal communication**

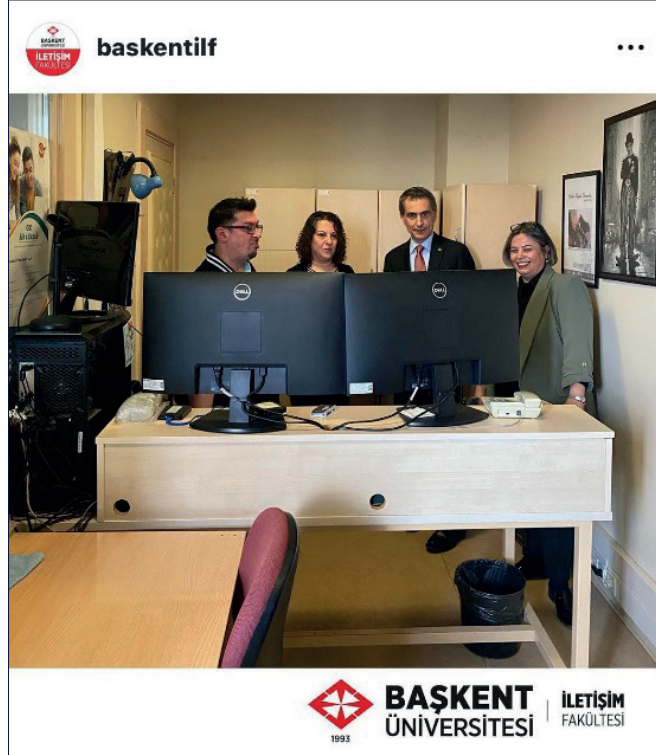
Annex 3: Design of PPT for Lessons



Annex 4: Social Media Post of the Radio Program



Annex 5: Photos of the Visit





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Annex 6: Invatation of Closing Ceremony

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Dezenformasyona Odaklanan Dijital Medya
Okuryazarlığı Çevrimiçi Sertifika Programı

Kapanış Töreni

2 Aralık 2024 | 14.00
Başkent Üniversitesi Prof. Dr. İhsan Doğramacı
Konferans Salonu

Digital Media Literacy Focusing on
Disinformation Online Certificate Programme

Closing Ceremony

December 2, 2024 | 2 PM
Başkent University Prof. Dr. İhsan Doğramacı
Conference Hall

Gündem | Agenda

- Saygı Duruşu ve İstiklal Marşı | Moment of Silence and National Anthem**
- Açış Konuşmaları | Opening Speeches**
 - Prof. Dr. G. Senem GENÇTÜRK HIZAL**
Başkent Üniversitesi İletişim Fakültesi Dekanı
Dean of the Faculty of Communication, Başkent University
 - Prof. Dr. Hakan ÖZKARDEŞ**
Başkent Üniversitesi Rektörü
President of Başkent University
 - Stefano FANTARONI**
Elçi Müsteşar - Avrupa Birliği Türkiye Delegasyonu Siyasal İşler Bölüm Başkanı
Minister Counsellor – Head of Political Section Delegation of the European Union to Türkiye
 - Prof. Dr. Mehmet HABERAL**
Başkent Üniversitesi Kurucusu (Teşrifleri Halinde)
Founder of Başkent University (Attendance Subject to Confirmation)
- Sertifika Töreni | Certificate Ceremony**

Avrupa Birliği Türkiye Delegasyonu tarafından finanse edilen Başkent Üniversitesi İletişim Fakültesi tarafından yürütülen “Dezenformasyona Odaklanan Dijital Medya Okuryazarlığı Çevrimiçi Sertifika Programı” kapanış töreninde sizleri de aramızda görmekten onur duyarız. Bu tören, programın başarılı bir şekilde tamamlanmasını kutlamak ve dezenformasyonla mücadelede dijital medya okuryazarlığının rolünü vurgulamak amacıyla düzenlenmektedir.

We would be honored if you joined us at the closing ceremony of the “Digital Media Literacy Focusing on Disinformation Online Certificate Programme” funded by the Delegation of the European Union to Türkiye and conducted by Başkent University Faculty of Communication. The ceremony is organized to celebrate the successful completion of the programme and to highlight the role of digital media literacy in combating disinformation.

Prof. Dr. G. Senem GENÇTÜRK HIZAL
Başkent Üniversitesi İletişim Fakültesi Dekanı
Dean of the Faculty of Communication, Başkent University

Stefano FANTARONI
Elçi Müsteşar - AB Türkiye Delegasyonu Siyasal İşler Bölüm Başkanı
Minister Counsellor – Head of Political Section Delegation of the European Union to Türkiye

Prof. Dr. Hakan ÖZKARDEŞ
Başkent Üniversitesi Rektörü
President of Başkent University



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Annex 7: Certificates of Appreciation for Participants



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Certificate of Appreciation

Avrupa Birliği Türkiye Delegasyonu tarafından finanse edilen Başkent Üniversitesi İletişim Fakültesi tarafından yürütülen "Dezenformasyona Odaklanan Dijital Medya Okuryazarlığı Çevrimiçi Sertifika Programı"na katılımınız için teşekkür ederiz.

We would like to express our sincere gratitude for your participation in the "Digital Media Literacy Focusing on Disinformation Online Certificate Programme" funded by the Delegation of the European Union to Türkiye and conducted by the Faculty of Communication at Başkent University.

Prof. Dr. G. Senem GENÇTÜRK HIZAL
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