



Media Literacy, Critical Thinking and Investigative Journalism

Learn how to assess the validity of news and social media reports, spot fake news, and do your own online research using investigative journalism techniques. Consider cognitive biases, public records, and how best to use search engines and other online tools to get the information you need to make informed decisions. Develop critical thinking and research skills to find background information on people, companies and organizations with the only online program of its kind in Manitoba.

Learn to assess, research and be well-informed

PROGRAM DESCRIPTION: This program is for everyone who wants to put media messages in perspective and have the tools to dig beneath the surface for important information to ensure they are well-informed when making personal and business decisions. It was designed for Consumers, researchers, students, activists, politicians, teachers, HR recruiters, businesspeople, and more.

SKILLS AND COMPETENCIES: Improve your ability to draw logical conclusions from media messaging. Learn to identify and locate public records, file Access to Information requests, and gain enhanced knowledge of how to use social media, search engines, databases and other online tools to help you make informed decisions on topics like how to assess politicians, who to do business with, what to believe on social media, and more.

PROGRAM LENGTH: 6 weeks

DELIVERY: Online

FEES: \$900.⁴⁵ plus \$100 non-refundable application fee, \$300.¹⁵ per course

Pricing subject to change without notice

CREDENTIAL: Earn a University of Manitoba Letter of Accomplishment Digital Badge in Media Literacy, Critical Thinking and Investigative Journalism

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Media Literacy, Critical Thinking and Investigative Journalism Program Overview

Length of program: 36 contact hours

Required courses (36 contact hours)

EEAS 0150 Media Literacy and Critical Thinking (12 contact hours)

In modern society, people depend on the media for information on what is happening in their city, their country and the world. But we are bombarded with information like never before, through conventional news outlets, social media and the internet. Citizens need the skills to read carefully, to assess sources, to look for reliable evidence, and to spot disinformation. This course will teach participants the basics of detecting spin and disinformation, of assessing the validity of news and social media reports, of sorting out the difference between truth and fiction. This will be an introduction to media literacy and a primer on how to identify fake news. It will also discuss the three key ways journalists find out information, and show how these can be employed by ordinary citizens.

EEAS 0152 Understanding Public Records (12 contact hours)

Citizens need to go beyond just being able to think critically about what they read. They need to be empowered to find sources of information on their own. This module is an introduction to public records and open-source intelligence. It will show in detail how to locate information that we all need. Everyone has the right to access key pieces of information, from land titles and corporation records to discipline histories of your doctor, lawyer or investment broker. This teaches you how to find and assess public records. It will demonstrate how to background people, companies, politicians and more.

EEAS 0154 Advanced Investigative Journalism Techniques (12 contact hours)

Investigative journalists have advanced skills at finding information. This module teaches these specialized techniques. Included will be strategies for locating information online that go far beyond basic Google searching. It will delve into how to locate and make use of searchable databases and data analysis. Does the average person know how to uncover insider trading, or how to file an Access to Information request? Can everyone check the metadata in a Word or pdf document? Can you restore a deleted webpage or Twitter post? This will teach you how. It will also focus on the art of the interview, a tool journalists use but one which can also benefit the average citizen. It will allow the average person to have insight into how the best journalists find and verify their information.

Synchronous and asynchronous sessions

Each course will include two synchronous sessions.

*Course information is subject to change without notice.
For the latest information, check our website.*

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This document is available in alternate formats upon request to extedmktg@umanitoba.ca

18/DEC/2025