

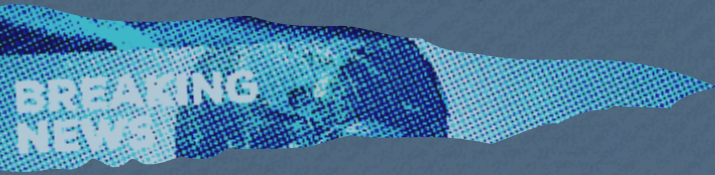
Media Literacy Incubator

DCU St Pat's Drumcondra, **Dublin**

30 July 2026, 09:30-16:30

call for applications.

Media Literacy Incubator



**BREAKING
NEWS**

What is it?

Disinformation is a major challenge for democracy and social cohesion. It requires a whole-of-society response across policy, education, and media as well as grassroots action across different sectors. The media literacy incubator aims to build capacity for that grassroots action by training a cohort of young adults and harnessing their expertise, experience, and ideas.

What to expect?

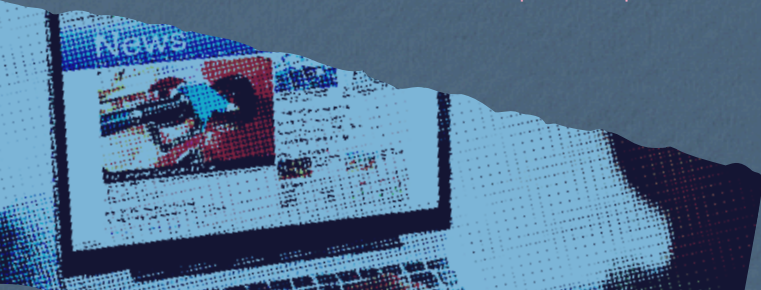
The all-day event will provide participants with training on:

- Disinformation as a transnational phenomenon
- The role of media literacy in fostering grassroots responses
- Irish and EU contexts for countering disinformation
- Media literacy as a response to disinformation
- How to foster media literacy knowledge and skills

What does it involve?

Participants will attend an in-person event that combines presentations and a hands-on workshop. Participants are expected to actively contribute to discussions and the workshop.

Participation is free of charge. Catering will be provided. Information on travel reimbursement, if applicable, will be shared with selected participants.



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Who should apply

We are looking for young adults who are

- Aged 18-30
- Officially resident in EU member states (or CERV countries)
- Experienced in professional and voluntary sectors (e.g., sport, education, culture, business, community work)
- Interested in working on activities to boost media literacy and counter disinformation.



How to apply

Complete the online application form [here](#) by **09 July 2026**.

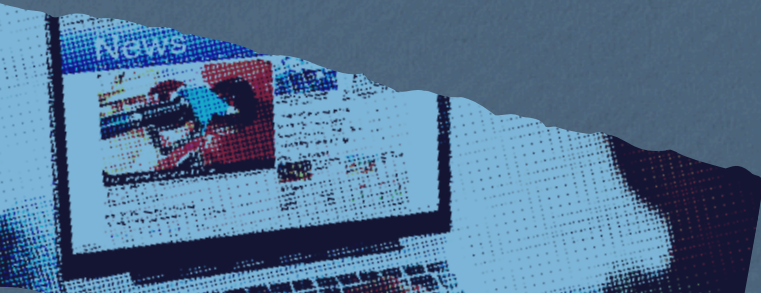
Required documents:

- A CV
- A motivation letter (max. 1 page) outlining your background in a particular sector (voluntary or professional) and why you think media literacy is needed to help counter disinformation.



Why you should apply

You will gain practical understanding and skills from leading experts including Dr Eileen Culloty and Dr Ricardo Castellini (DCU FuJo), Martina Chapman (Media Literacy Ireland), and Emily Lynch (Coimisiún na Meán). By participating, you will become part of a European network of media literacy ambassadors and may be selected to join the Changemakers Programme in Brussels.



About ChangingTIDE

ChangingTIDE aims to address the democratic threat of disinformation by combining awareness-raising, media literacy education, youth empowerment and participatory dialogue. The project equips participants with the skills necessary to critically analyse and evaluate media while fostering inclusive exchanges between citizens, experts and policy-makers on disinformation challenges.

ChangingTIDE places a strong emphasis on youth empowerment, supporting young people to develop critical thinking, media literacy and civic engagement, and enabling them to act as multipliers within their communities. Through training, peer learning and participatory formats, the project seeks to build long-term democratic resilience and social cohesion, while addressing the different ways in which disinformation manifests across national and local contexts in the EU.

About DCU FuJo

The Institute for Media, Democracy, and Society at Dublin City University (DCU FuJo) is a multidisciplinary institute focused on the digital transformation of media, democracy, and society. We investigate how to counter digital challenges including information manipulation, AI, and digital governance; how to enhance public participation through democratic innovations; and how to secure the future of high-quality journalism and media.

We work closely with national and international partners across the academic, industry, NGO, and policy sectors. Our researchers participate in multiple EU-funded projects as coordinators and partners across MSCA Actions, Erasmus+, and Horizon Europe. DCU FuJo coordinates the Ireland hub of the European Digital Media Observatory (EDMO).

