



MEDIA INFORMATION

For immediate publication

New media competence platform *mediakompetent.de educates instead of overwhelming*

Cologne, June 12, 2023 – mediakompetent, the new media competence platform initiated by the Journalismus3000 GmbH publishing house in collaboration with JT International Germany GmbH (JTI), has been online since the beginning of the month. The contents offer adults information on current topics such as artificial intelligence, constructive debating and opinion making via social media, political participation on the Web and news fatigue and provide practical everyday recommendations for a confident approach to media and journalism.

mediakompetent Thinking Critically, Acting Responsibly | Making Informed Decisions | Using Media Autonomously

Developing media competence is once again particularly relevant from a social perspective

We are once again experiencing a seismic shift in our digitalised society with AI tools such as ChatGPT. And the negative impact of fake news, hate speech and a crisis of confidence underline the relevance of media competence. However, the requisite skills are not self-evident, they have to be acquired life-long.

Sylvia Muschalski, mediakompetent Project Manager: “mediakompetent provides a range of information and educational offerings for adults that conveys media competence in a contemporary manner. For this reason, the contents are based on the everyday realities of the target groups, creating identification potential. With this, our mission is to support users in engaging with media in an informed, considered and self-confident way.”

mediakompetent provides understandable and constructive media competence

mediakompetent is an independent and freely-available media competence platform targeted at adults. As a competence centre for discourse and engaging with (social) media and journalism, it provides information on currently-relevant topics in a practical everyday and understandable manner, informs users about opportunities and risks and offers support – all with the objective of enabling autonomous and considered media utilisation, hence strengthening democracy.

Exclusive articles and interviews with experts are published on such topics as responsible utilisation of AI tools, possibilities of political participation on the Web, identifying advertising contents on social media, know-how on protecting private data and a constructive culture of debate in the digital sphere. It also enables users to interact on the in-house @mediakompetent social media channels.

The Journalismus3000 GmbH publishing house and JT International Germany GmbH (JTI) are the initiators and founding partners of mediakompetent. Responsibility for the content lies with the Journalismus3000 publishing house. JTI is supporting the platform financially.

Matthias Daniel, Managing Director of Journalismus3000 GmbH: “Journalism and media competence are the cornerstones of a functioning society and a functioning economy. mediakompetent is a platform that is based not only on educational content but also on collaboration and networking. This is aimed at turning serious media, organisations and companies into a network that jointly advocates an informed culture of debate in Germany.”

Natalie Mohr, JTI Press Spokeswoman: “The collaboration with mediakompetent is very close to our hearts. We frequently see the negative impact that poor media competence has on social discourse. As a company, we advocate fact-based, open dialogue on a daily basis. It is for this reason that we are delighted to be able to support such an invaluable initiative for media competence and exchange, which is available to the broader public free-of-charge.”

JTI x mediakompetent Barcamp on June 16 in Cologne

The [JTI x mediakompetent Barcamp](#) will be taking place in Cologne on June 16 in collaboration with the initiator. With its ‘Überforderung – Warum Medienkompetenz unverzichtbar ist’ (Educate Instead of Overwhelm – Why Media Competence is Essential) motto, experts and interested parties will be able to exchange ideas and thoughts at the event.

Website: www.mediakompetent.de

Social media: @mediakompetent #mediakompetent

[instagram.com/mediakompetent](https://www.instagram.com/mediakompetent) | twitter.com/mediakompetent |

[facebook.com/mediakompetent](https://www.facebook.com/mediakompetent) | [linkedin.com/company/mediakompetent](https://www.linkedin.com/company/mediakompetent)

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Further information:

mediakompetent

Journalismus3000 GmbH
Bennauerstr. 60, D-53115 Bonn
Tel.: +49 228 20172 44
E-mail: verlag@journalist.de
E-mail: info@mediakompetent.de

JT International Germany GmbH

Im MediaPark 4e, D-50933 Köln
Press Office c/o Natalie Mohr
E-mail: Pressestelle.Deutschland@jti.com

Journalismus3000 GmbH is the publishing house responsible for the 'journalist' media magazine. Matthias Daniel acquired 'journalist' magazine within the context of MBO in 2020 and is the Managing Director of the publishing house. In addition to this, Journalismus3000 GmbH produces the 'Druckausgleich' (Pressure Equalisation) podcast for young people working in media.

JTI (Japan Tobacco International) is a globally-leading tobacco and vaping enterprise. With around 2,200 employees, the company is the largest employer within the tobacco sector in Germany. JTI actively advocates open, fact-based dialogue and therefore supports selected initiatives and organisations that promote social discourse. For further information, please go to jti.com/Germany.