



# ARTI VS FAKE

V.1 News Factory



How does corrupt journalism affect society? The residents of the city where the almighty Mr. Fake runs the news factory are feeling it for themselves. Tina the Cat and Archie the Dog have teamed up in an unlikely partnership in search of high-quality news and journalism standards. Will they be able to return the city to the path of media literacy and critical thinking?

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This comic book is created as part of the ARTIFAKE project, which is implemented by Internews-Ukraine in partnership with the Association of Audiovisual Reporters (Armenia) and the Art Transparent Foundation (Poland) with financial support from the Creative Europe program, the International Renaissance Foundation, the Konrad-Adenauer-Stiftung, the Ukrainian Cultural Foundation, the Embassy of the Kingdom of the Netherlands in Ukraine, the Ministry of Culture, National Heritage and Sport of the Republic of Poland, as well as the Media Program in Ukraine, funded by USAID and implemented by Internews Network.

Views and opinions expressed in this comic book are the sole responsibility of the *project team*.

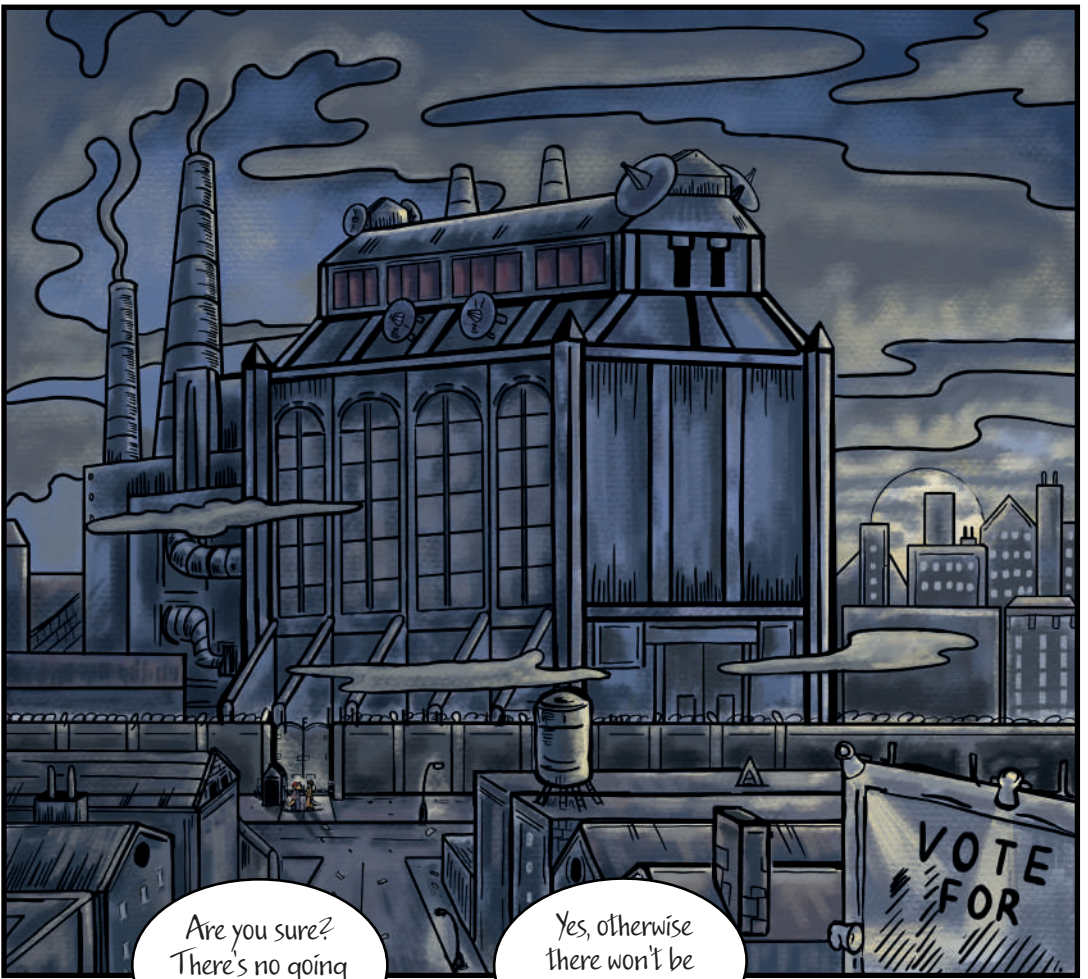
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Are you sure?  
There's no going  
back from here.

Yes, otherwise  
there won't be  
any way forward.

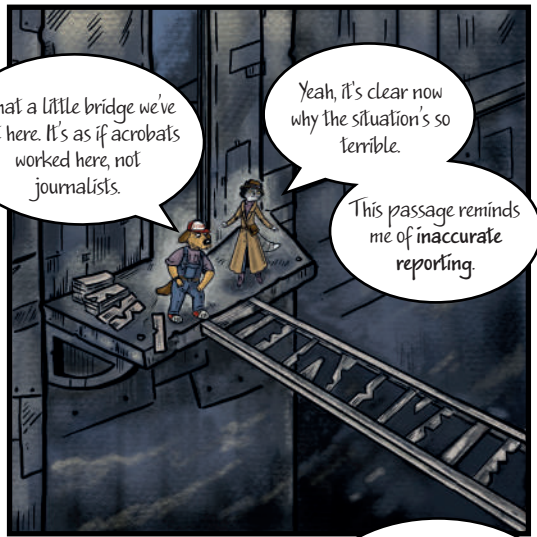




What a little bridge we've got here. It's as if acrobats worked here, not journalists.

Yeah, it's clear now why the situation's so terrible.

This passage reminds me of inaccurate reporting.



Like in football? A team can't score a goal with players who can't pass?

Kind of.

I'd say audiences don't get a complete picture from spotty, non-comprehensive news. Just like we can't go any further over that bridge with all its holes right now.

We don't have the pieces to go all the way through. It's like your story of the flower and the stadium.



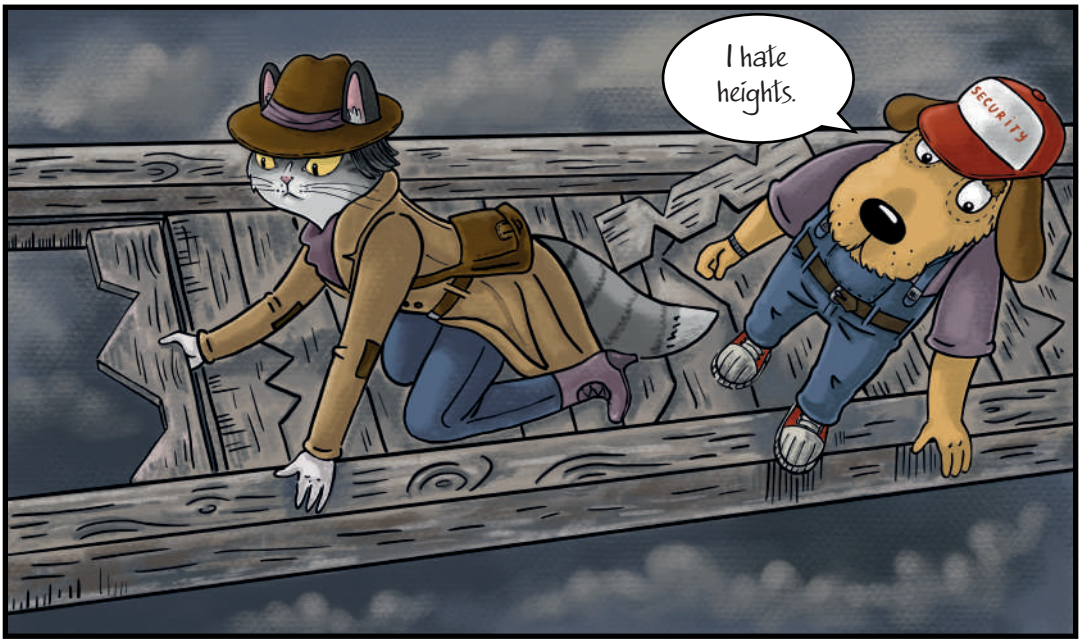
So now we have to lay down the planks, like pieces of a puzzle?

Yes, but very carefully. If you put the wrong plank in, the whole story will fall apart.



You mean the bridge?

That too.



I hate heights.



Maybe it's not so high. It's just dark around here. Just like with inaccurate reporting.



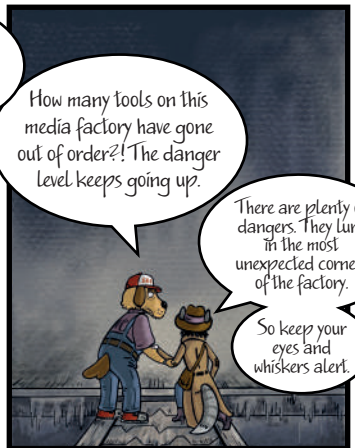
Not enough information - I suggest we check it out!



Nooooooo!!!



Oops. Maaaybe that isn't the right way to figure out the height.



How many tools on this media factory have gone out of order?! The danger level keeps going up.

There are plenty of dangers. They lurk in the most unexpected corners of the factory.

So keep your eyes and whiskers alert.



Let's go, the factory will reveal everything.



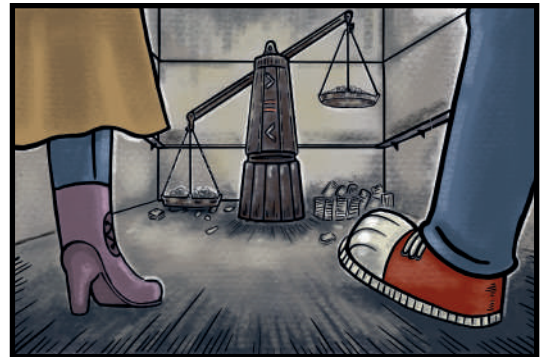
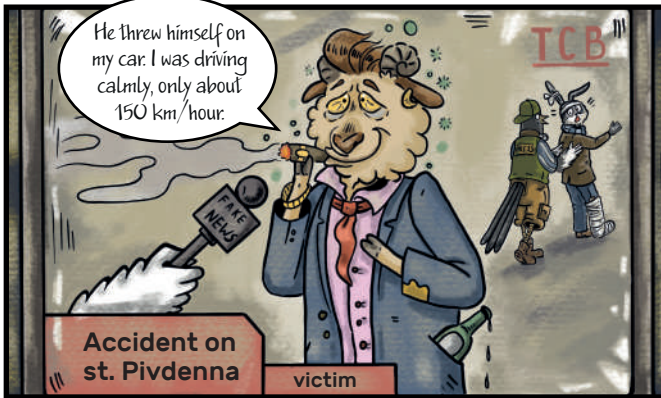
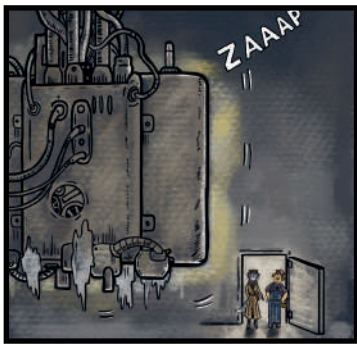
I am in the mood for some discoveries!

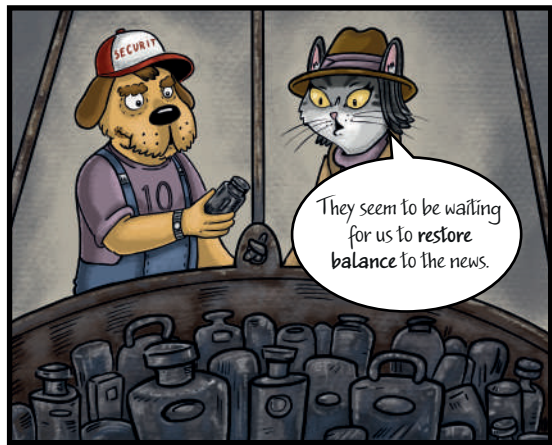


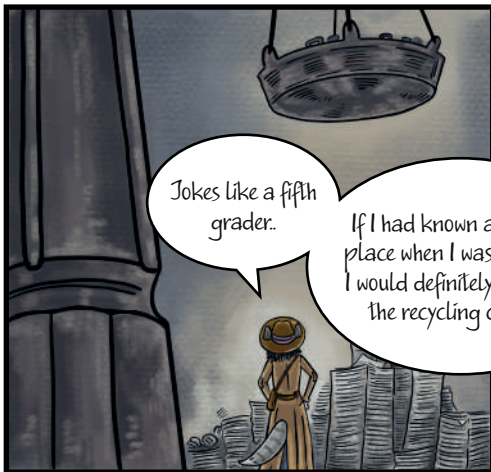
This is my first time inside, by the way.



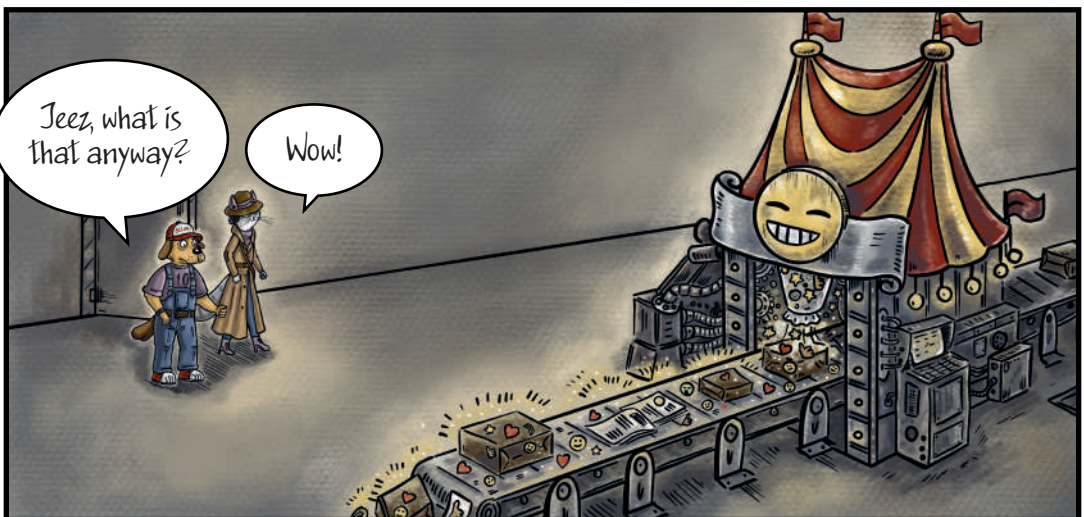
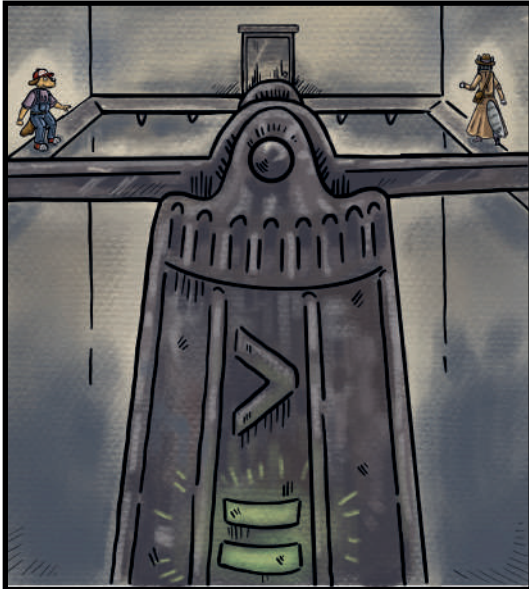
What an awful state this place is in! Ugh!

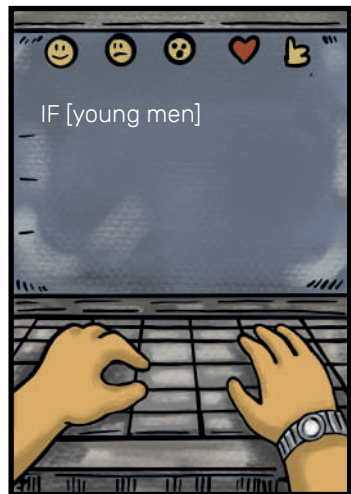
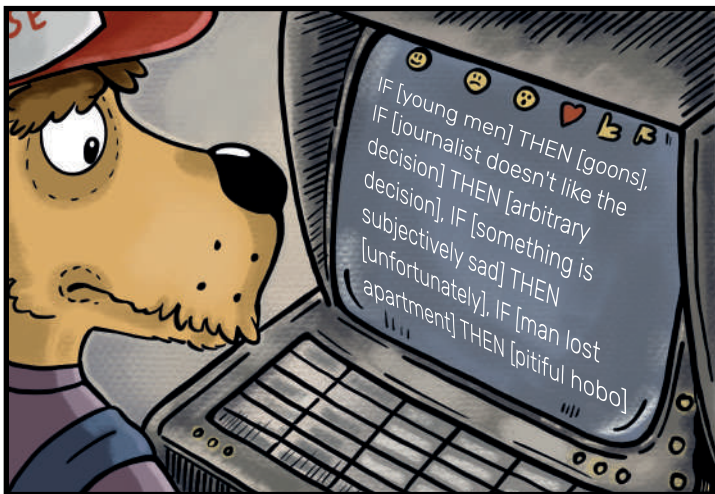
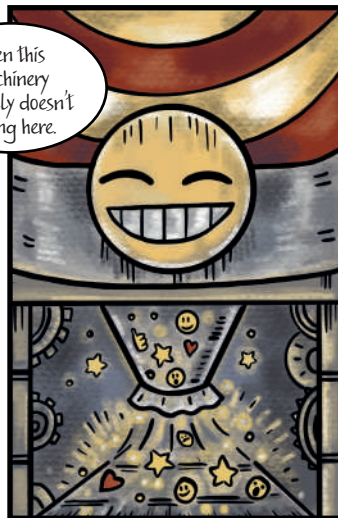


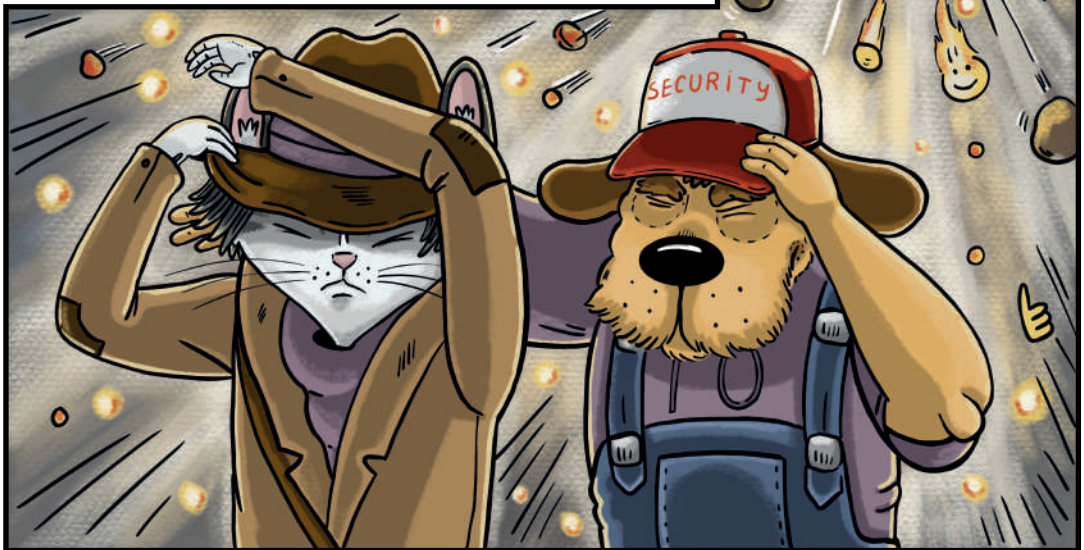


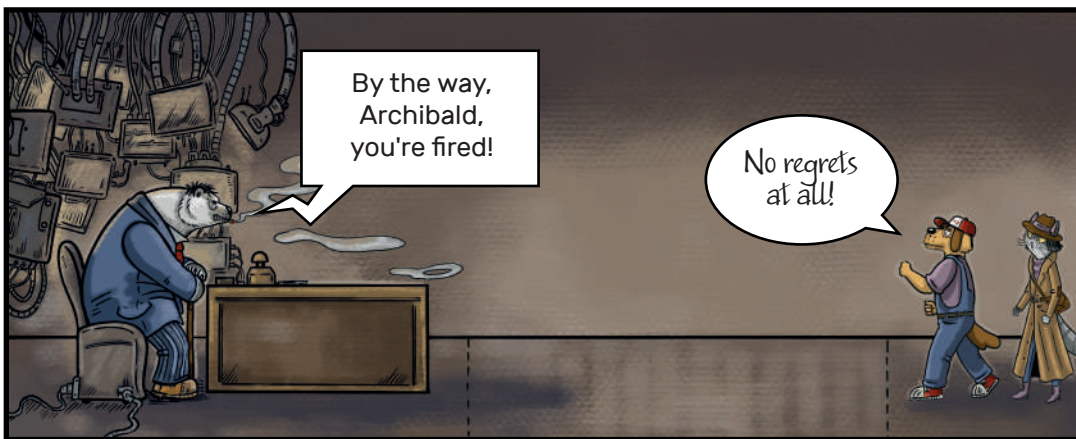




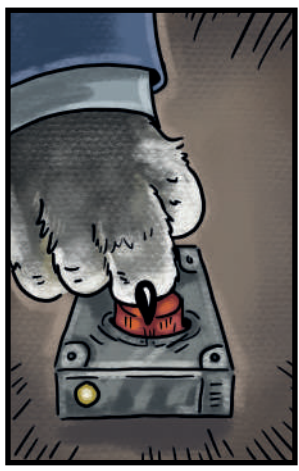
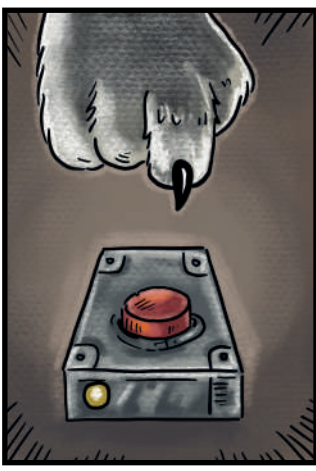




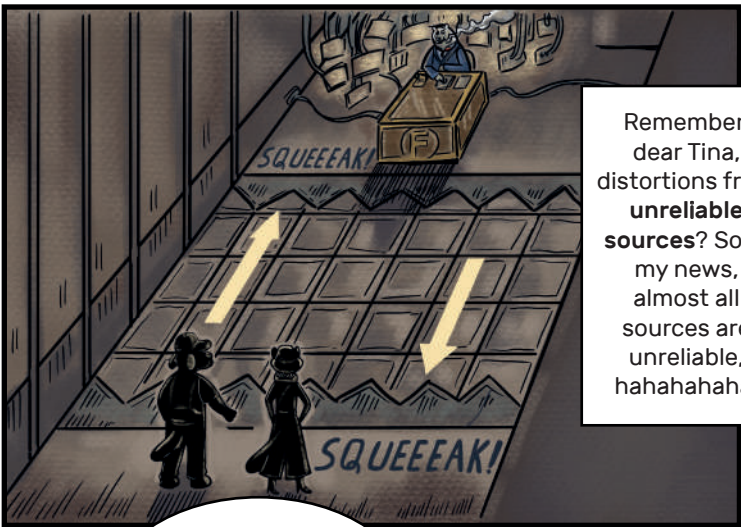
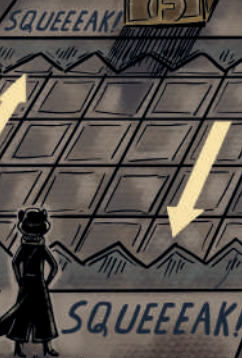




You can't get to me anyway.



Remember, dear Tina, distortions from **unreliable sources**? So in my news, almost all sources are unreliable, hahahahaha!

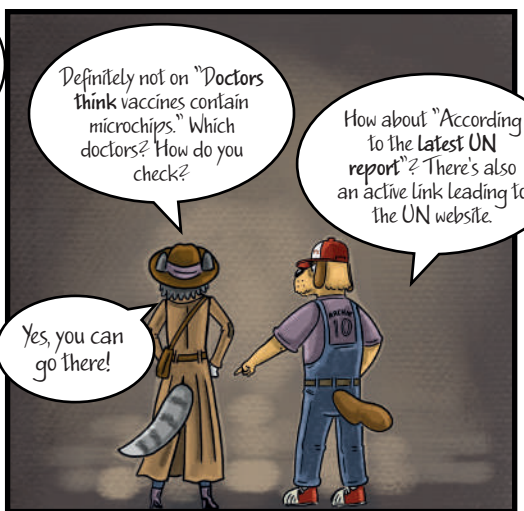


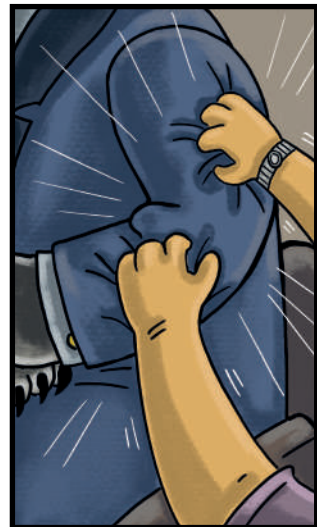
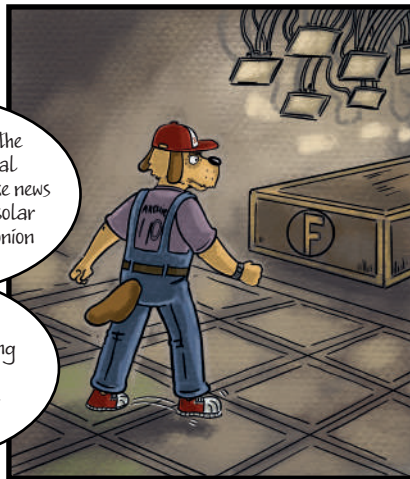
Not a big deal, we've already overcome so many obstacles! People will find out what's going on here: imbalance, emotional framing, something with the bridge...

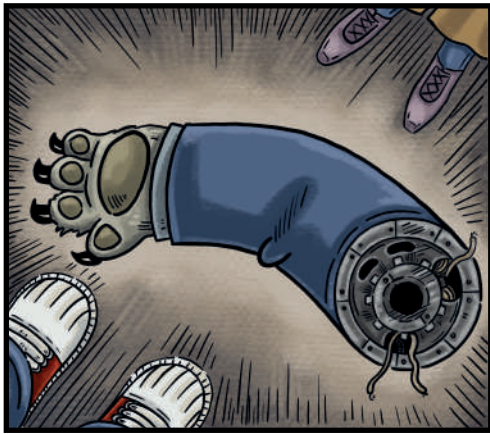
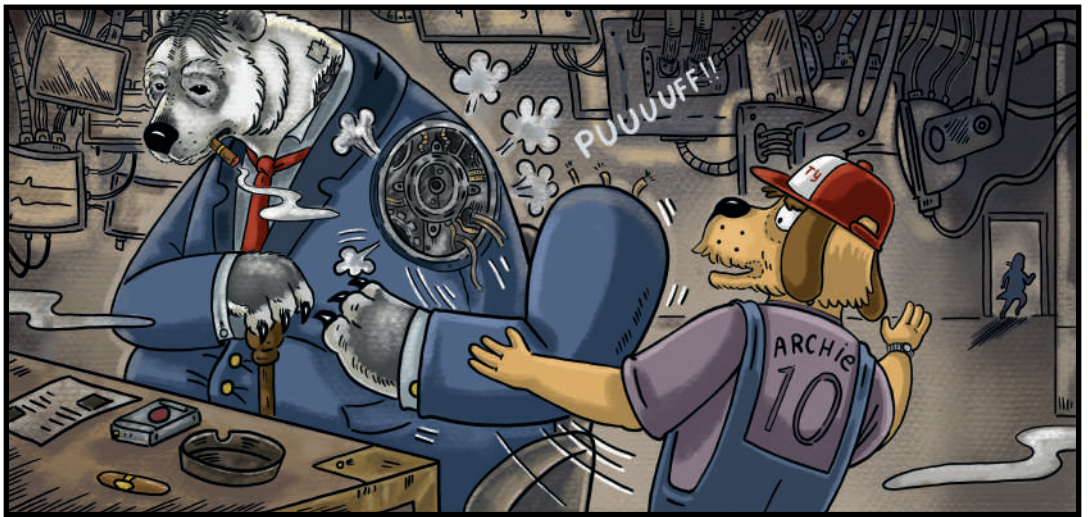


As far... as unreliable sources being used... no one will... will notice.





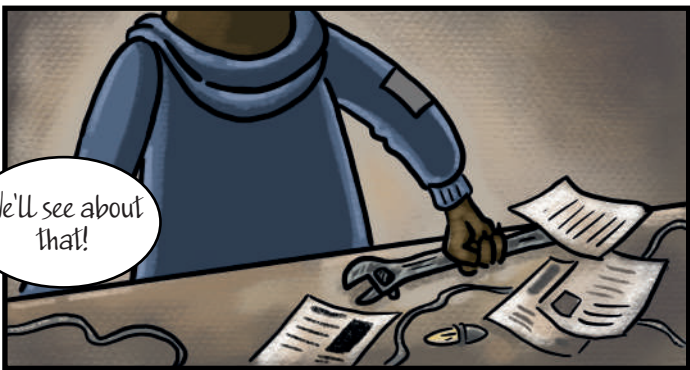




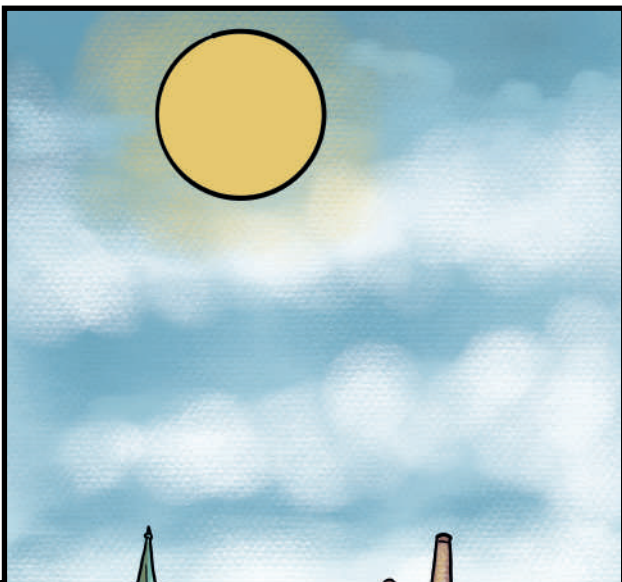




We'll see about that!







THE END?

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# Checklist of media literacy watchdog

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**1**

**Are there several opinions represented in the news?** If not, the material is probably biased.

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**2**

**Is the news written to evoke powerful emotions like rage, terror, or fury?** If so, hold on! You might be being targeted by manipulation.

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**3**

**Is there a specific reference to the source of information?** Trustworthy materials always contain relevant sources: acknowledged experts, organizations, and their representatives. If there are no links or they are replaced by phrases like "commonly known", "rumor has it", and the like the message is probably fake.

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**4**

**Do you know the author of the material and the owner of the media outlet?** Manipulations might be evidence of the author's bias and the owner's personal interests.

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**5**

**Is the media material accurate?** If it is, you'll be able to get information on where, what, when, who, why, and how.

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**Trust only information from reliable sources!**

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