Media Analysis and Misinformation Detection Training Course

Professional Development Training Course Outline

Category	Defense and Security	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Media ecosystems today are more dynamic, complex, and influential than ever before, with information spreading instantly across digital platforms, social networks, and global communication channels. As misinformation, disinformation, and propaganda continue to evolve, organizations require advanced techniques to analyze media content, verify sources, and detect deceptive narratives. Media Analysis and Misinformation Detection Training Course equips participants with essential media literacy skills, analytical techniques, and verification frameworks needed to identify, evaluate, and respond to misinformation in real time using trending digital tools. Learners explore the interplay between media influence, online behaviour, data-driven insights, and modern communication strategies to strengthen institutional decision-making.

Participants will examine the mechanics of misinformation networks, artificial intelligence–generated content, cross-platform narrative tracking, and behavioural manipulation strategies. Through practical simulations, fact-checking exercises, digital forensics methods, and real case studies, the course empowers professionals to manage information risks, counter false narratives, and foster responsible communication environments. By integrating strong analytical skills, ethical reporting principles, and advanced detection tools, organizations enhance resilience, transparency, and credibility in a rapidly changing media landscape.

Programme Curriculum

Media Analysis and Misinformation Detection Training Course

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Course Objectives

1. Understand the architecture of modern media ecosystems and digital communication channels.
2. Identify misinformation, disinformation, and manipulated narratives across platforms.
3. Apply fact-checking methodologies using trending verification tools.
4. Analyse media content using qualitative and quantitative techniques.
5. Detect AI-generated content, synthetic media, and deepfakes.
6. Assess the impact of misinformation on public opinion and institutional credibility.
7. Track cross-platform narrative patterns and influence strategies.
8. Utilize media monitoring tools for real-time analysis and reporting.
9. Evaluate sources, credibility indicators, and content authenticity.
10. Develop strategies to counter misinformation within organizations.
11. Implement ethical guidelines for communication and information dissemination.
12. Strengthen media literacy for improved decision-making and public engagement.
13. Build institutional frameworks for proactive misinformation risk management.

Organizational Benefits

- Enhanced capacity to identify and mitigate misinformation threats
- Stronger institutional credibility and public trust
- Improved decision-making backed by accurate media intelligence
- Increased communication transparency and ethical reporting
- Greater preparedness for crisis communication situations
- Strengthened analytical capabilities across communication teams
- Reduced reputational risk linked to false or misleading information
- Improved monitoring of public discourse and narrative shifts
- Enhanced cybersecurity posture through misinformation awareness
- Increased resilience against manipulation, propaganda, and digital influence

Target Audiences

- Media analysts and communication officers
- Government agencies and public information units
- Journalists, editors, and newsroom staff
- Civil society and nonprofit organizations
- Corporate affairs and PR teams
- Researchers and policy analysts

- Digital platform moderators and content reviewers
- Academic institutions and training organizations

Course Duration: 5 days

Course Modules

Module 1: Fundamentals of Media Ecosystems

- Understand modern media structures and information flows
- Explore traditional vs digital communication dynamics
- Identify the drivers of viral content and online engagement
- Recognize the foundations of misinformation and manipulation
- Analyse media influence on behaviour and perception
- Case Study: Rapid spread of misleading headlines on social media

Module 2: Types of Misinformation and Source Verification

- Differentiate misinformation, disinformation, propaganda, and satire
- Identify unreliable sources and fabricated content
- Apply source verification frameworks and credibility indicators
- Use open-source intelligence tools for verification
- Evaluate content authenticity across multiple channels
- Case Study: Verifying a viral but false community alert

Module 3: Fact-Checking Tools and Techniques

- Use trending digital fact-checking tools and platforms
- Implement data triangulation for accuracy verification
- Conduct reverse image searches and metadata checks
- Detect manipulated visuals and altered documents
- Apply rapid verification during breaking news situations
- Case Study: Exposing manipulated images from a public event

Module 4: Digital Forensics and Deepfake Detection

- Understand AI-generated content and synthetic media
- Detect deepfakes through visual and audio inconsistencies
- Analyse digital footprints and source metadata
- Use forensic analysis tools for media validation
- Monitor platform patterns indicative of synthetic content
- Case Study: Deepfake video impacting public discourse

Module 5: Narrative Mapping and Influence Analysis

- Track narrative development across multiple media channels
- Identify coordinated influence campaigns and messaging patterns
- Map digital communities spreading misinformation
- Evaluate sentiment and discourse analytics
- Monitor emerging narratives using digital dashboards
- Case Study: Coordinated misinformation network during elections

Module 6: Crisis Communication and Institutional Response

- Develop crisis communication frameworks for misinformation events
- Coordinate responses across departments and stakeholders
- Implement rapid communication strategies to counter false claims
- Establish protocols for public updates and clarifications
- Manage reputational risks through transparent engagement
- Case Study: Institutional response to a viral misinformation attack

Module 7: Ethical Communication and Media Governance

- Apply ethical standards for responsible information sharing
- Prevent unintentional amplification of false content
- Establish media governance policies within organizations
- Train staff on responsible communication practices
- Monitor compliance with communication standards
- Case Study: Ethical dilemma during misinformation reporting

Module 8: Building Organizational Misinformation Resilience

- Develop internal systems to detect and respond to emerging risks
- Integrate media monitoring tools into institutional workflows
- Create staff awareness and training programs
- Strengthen cross-unit communication protocols
- Align organizational strategies with global best practices
- Case Study: Organisation-wide misinformation mitigation framework

Training Methodology

- Interactive instructor-led presentations
- Hands-on verification exercises using real media samples
- Group-based analysis and interpretation activities
- Case study discussions and peer-learning sessions
- Practical use of digital monitoring and fact-checking tools
- Development of action plans for organizational implementation

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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