

Producing Media to Counter Disinformation

Final Assignment Check Sheet

	Step	Comments
1	Is the target audience clear?	
2	Is the aim of the message clear? Is it easy to understand?	
3	What is the topic that is being debunked?	
4	Is it clear what the narrative is and what the counter/alternative narrative is?	
5	Do you think this piece of content will persuade the audience? Have any persuasive techniques been used?	
6	Is the piece of content engaging, well-made, creative?	