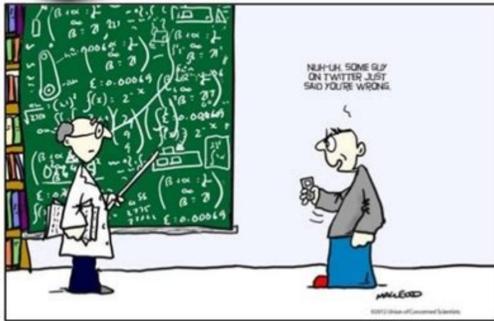


I'm not robot!

Importance of Media and Information Literacy



Information Literacy

Media Literacy

Research & Library Skills

Critical Literacy

Information Ethics

Visual Literacy

Searching

Critical Reading

Copyright

Computer Literacy, etc.

Boolean Logic, etc.

Critical Thinking, etc.

Security & Privacy, etc.

WHAT is Media Literacy?

In North America, while a phrase or word may change here or there, most media literacy organizations and leaders accept this definition of media literacy:

The Ability To...
 Access
 Analyze
Evaluate and
 Communicate information in a variety of formats, including print and non-print.

Like traditional literacy it includes the ability to both read (comprehend) and write (create, design, produce). Further, it moves from merely recognizing and comprehending information to the higher order critical thinking skills implicit in questioning, analyzing and evaluating that information.

DIGITAL LITERACY



MEDIA LITERACY

- > Includes an understanding of the many different types of media and the purposes for which they can be used.
- > Students should be taught the difference between fact and opinion, and be able to distinguish between information, entertainment, and persuasion.
- > They should learn that all information has a source and that knowing the source and its biases is an important part of understanding any information.

Literacy media and information meaning. Literacy meaning in media and information literacy.

Media and information literacy, often referred to as MIL, is about equipping citizens with the competencies and skills to engage effectively and responsibly with media and information systems. This enables people to become active and critical citizens who can participate in civic life and democracy. What do you mean, competencies? There are diverse understandings of the various competencies that MIL should foster. In a forthcoming DW Akademie discussion paper on the topic, we define MIL as a composite of seven core competencies: 1) The ability to access and locate suitable media and information sources 2) The ability to use and understand media and information in order to apply it to one's daily life 3) The ability to evaluate the credibility, accuracy and objectivity of sources 4) The ability to create and produce media and information 5) The ability to participate by knowing how and where to interact with creators and editors of media and information 6) The ability to understand the workings of media and information systems, their organization and how information is produced 7) The ability to recognize, demand and defend quality media and information sources. The 'media and information' part of MIL is generally regarded as including conventional media, such as television, radio, newspapers and magazines, as well as digital media, such as the internet, email and social media. How can you promote media and information literacy? Fostering MIL can have many layers. It can be about passing on technical skills, such as teaching people how to use a keyboard and a mouse, or how to send an SMS on a telephone. It can also be about imparting functional knowledge, such as how television news shows are produced, or about raising awareness of issues such as media bias and unethical behavior. All of these competencies are necessary in order to make effective and responsible use of media and information sources. It is generally seen as increasingly essential for young people to develop media and information literacy as early as possible so that they can participate fully as citizens in the future. For this reason, MIL projects often target younger people. Why is fostering media and information literacy important? There are two main reasons. Firstly, classical media development projects, which often promote media diversity or seek to improve journalists' skills, are pointless if the information produced by the media falls on deaf ears, so to say. For the flow of information to work effectively, people need to develop the seven competencies outlined above. The second reason is linked to the digital divide. The term refers to the increasing gap in the access to modern information and communication technologies that exist between certain regions and demographics. With mobile internet access gaining momentum in many developing countries, the digital divide is starting to become less about whether people have physical access to the internet but whether they have the ability to benefit effectively from it. This is where media and information literacy comes in. Thus, MIL ties in with a human rights-based approach to media development. As such, MIL is a prerequisite for enjoying fundamental human rights, in particular freedom of expression and access to information guaranteed by Article 19 of the UN's Universal Declaration of Human Rights. What about digital literacy, is that important, too? Internet penetration, both mobile and fixed, is rapidly increasing in most regions of the world and social media is becoming an ever-more popular platform for sharing and consuming information. As a response to this, MIL projects are increasingly targeting digital literacy. Digital literacy should be seen, however, as only one facet of fostering media and information literacy because internet use in certain developing and emerging countries has not reached a critical mass. Media literacy must-reads "Media Literacy: Understanding the News" by Susan D. Moeller (pdf) "Media Literacy" by W. James Potter "Media and Information Literacy: A Human Rights Based Approach Towards Freedom of Information and Expression in Developing Countries" by Dennis Reineck and Jan Lubinski (forthcoming) "Global Media and Information Literacy Assessment Framework: Country Readiness and Competencies" by UNESCO (pdf) Like digital citizenship, media and information literacy has been explained by a range of definitions and different terminologies. Whether we use digital media literacy, information literacy, internet literacy or any of the other different expressions, the main idea is that literacy encompasses the ability to engage meaningfully with media and information channels. Media, information channels and the ubiquity of the internet may leave the impression that the digital age has turned everyone into media users and that the digital can be found everywhere, including in schools. This impression is false and, moreover, schools are the notable exception. School is the one place where it is absolutely crucial to train future citizens to understand, to criticise and to create information. It is in schools that the digital citizen must begin and maintain constant critical thinking in order to attain meaningful participation in his or her community. Media and information literacy is an ambitious goal in the 21st century because of the challenge of teaching users to critically judge, reflect and use the extremely broad range of available media. Not only must users become media literate with respect to traditional media and the representation of image, users now must become media literate with respect to the wealth of new technology available and the development of applications allowing entirely new ways of transmitting information. Without media and information literacy, across the varied types of media now available, our children cannot act as responsible citizens, digital or otherwise, and the question of who will teach this to our children has not yet been established. Generally speaking, if schools are the training grounds for critical thinking, analysis and judgment making, is it not logical that media and information literacy become cornerstones of the educational curricula? What are some of the dimensions of media and information literacy? Media and information literacy (MIL) is an umbrella concept that covers three often clearly distinguished dimensions: information literacy, media literacy and ICT/digital literacy. As UNESCO highlights, MIL brings together stakeholders including individuals, communities and nations to contribute to the information society. Not only does MIL act as an umbrella, it also encompasses a full range of competences that must be used effectively in order to critically evaluate the different facets of MIL. What will media and information literacy mean to our children? Children and young people today are particularly savvy when it comes to finding and using media for entertainment and recreation. But how many of those children can use those same devices to find meaningful answers, conduct evidence-based research, spark a debate or follow the news? Children and young people are confronted with all types of content and they should, indeed they must, be able to discern what is of value and what is not; what is real and what is not. Discernment goes beyond fake news and relates to their ability to process and interpret information. Research is under way to investigate the learning potential of existing and emerging communicative technologies for children aged 0-8 years old. The DigiLitEY project specifically rests on the premise that "the early years provide crucial foundations for lifelong literacy learning, therefore it is important to ensure early education policy and practice across (all) countries are developed in order to equip our youngest citizens with the skills and knowledge needed in a digitally-mediated era". Initiatives such as DigiLitEY and the Joint Research Commission project on 0-8-year-old children and digital technology should provide interesting conclusions and guidelines on media and information literacy in the near future. Whether children are playing online games or watching endless videos, the ability to understand the stakes within the medium and potential implications beyond would serve our children well. They need to be able to process, analyse and make good decisions on their own, and media and information literacy can help children develop those skills. Confusion between media and information literacy and digital citizenship Often digital citizenship is confused with media and information literacy in that one of the nuances of digital citizenship is the ability to critically evaluate media and online technology, tools and information. While media and information literacy (MIL) is how we think (critical thinking) about all of the media around us, digital citizenship refers to how we live and how we engage with all of the technology around us. Media, like technology, can come in many different forms and can blend into a single form. Rather than simply using cognitive, emotional and social competences as the basis of MIL, it is useful to apply some of the other media-related competences from the Council of Europe's "butterfly" competence framework to the concept of media and information literacy (Figure 9). Figure 9: Four steps underpinning the process of inclusion Media and Information Literacy (MIL) is a "combination of knowledge, attitudes, skills, and practices required to access, analyse, evaluate, use, produce, and communicate information and knowledge in creative, legal and ethical ways that respect human rights" (Moscow Declaration on Media and Information Literacy, 2012). The United Nations Educational, Scientific, and Cultural Organization (UNESCO) defines it as the "set of competencies to search, critically evaluate, use and contribute information and media content wisely; knowledge of one's rights online; understanding how to combat online hate speech and cyberbullying; understanding of the ethical issues surrounding the access and use of information; and engage with media and ICTs to promote equality, free expression, intercultural/interreligious dialogue, peace, etc." (UNESCO, 2016).

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