

Meaning of Media Literacy

MEDIA LITERACY = MEDIA + LITERACY

MEDIA

- The term media is defined as 'one of the means or channels of general communication in society, such as newspapers, radio, television, etc.'
- Media are the collective communication outlets or tools used to store and deliver information or data.
- Media is either associated with communication media, or the specialized mass media communication businesses such as print media and the press, photography, advertising, cinema, broadcasting (radio and television), publishing and point of sale.

LITERACY

- Literacy is the ability to read, write, apply, use and interpret information.
- It also refers to competence or knowledge in a specified area.
- Literacy is also the ability to identify, understand, interpret, create, communicate and compute, using printed and written materials associated with varying contexts.

MEDIA LITERACY

- Media Literacy refers to the ability to access, analyze, evaluate and create media messages of all kinds.
- Media literacy encompasses the practices that allow people to access, critically evaluate, and create or manipulate media.
- Media Literacy is not restricted to one medium.

MEDIA LITERACY – NEED, FUNCTIONS AND RELEVANCE

- Media Literacy skills can help the youth and the adults to:
- Develop critical thinking skills which are extremely important in today's world where we are surrounded by media 24 hours a day, 7 days a week.
- Understand how media messages shape our culture and society
- Identify target marketing strategies which are used by the advertisers
- Recognize what the media maker wants us to believe or do after consuming the media message
- Name the techniques of persuasion used by the advertisers so that people can buy the advertised products. This increases the sales of the company.
- Recognize bias, spin, misinformation, and lies in the media messages which are shown to the public.
- Discover the parts of the story that are not being told.

- Evaluate media messages based on our own experiences, skills, beliefs, and values
- Create and distribute our own media messages
- Become a smart consumer of products and information
- Media Literacy teaches how to verify information and recognize other points of view.

CORE PRINCIPLES OF MEDIA LITERACY EDUCATION

- Media Literacy Education requires active enquiry and critical thinking about the messages that we receive and create.
- It expands the concept of literacy to include all forms of media
- It builds and reinforces skills of learners of all ages
- It develops informed, reflective and engaged participants essential for democratic society
- It recognizes that media are a part of culture and functions as agents of socialization.
- It affirms that people use their individual skills, beliefs and experiences to construct their own meanings from media messages.