

MEDIA AND INFORMATION LITERACY

UNDERSTANDING MIL: AN ORIENTATION

Key Topics covered

- ❖ Defining Information and Media (Multiple Roles of Media)
- ❖ Exploring the Importance of media and other information providers
- ❖ Describing key learning outcomes of MIL
- ❖ Sources of information

At the end of this unit, the learners should be able to:

- **Identify key learning outcomes of MIL**
- **Understand MIL, and its importance and relevance in the lives of students and teachers today**
- **Explore the roles of media and other information providers, archives and internet**
- **Understand the various sources, forms and medias of information**

INTRODUCTION

Article 19 (ICCPR: 1) of the Universal Declaration of Human Rights states that “Everyone has the right to freedom of opinion and expression: this right includes freedom to hold opinion without inferences and to seek, receive and impart information and ideas through any media regardless of frontiers.

Media and information literacy equips citizens with competencies needed to seek and enjoy the full benefits of this fundamental human right

Media and other information providers such as libraries, archives and the internet are widely recognized as essential tools for helping citizens to make informed decisions. They can have a major impact on lifelong learning, and therefore citizens need a basic knowledge of the functions of media and other information providers, and how to assess them



THE CONSTITUTION OF INDIA?

Fundamental Rights are different from other rights available to us. While ordinary legal rights are protected and enforced by ordinary law, Fundamental Rights are protected and guaranteed by the constitution of the country.

The Constitution of India recognizes certain basic fundamental rights for every citizen of India, such as:-

- a) Right to Equality (Art. 14-18)
- b) Right to Freedom (Art 19-22)
- c) Right against Exploitation (Art. 23-24)
- d) Freedom of Religion (Art 25-28)
- e) cultural and educational right (Art. 29-30)
- f) Right to Constitutional Remedies (Art. 32-35)





THE CONSTITUTION OF INDIA?

8. Fundamental Duties (Part IV Article 51A)- These Fundamental rights have been provided at the cost of some fundamental duties. These are considered as the duties that must be and should be performed by every citizen of India. These fundamental duties are defined as:

It shall be the duty of every citizens of India: -

- a. To abide by the Constitution.
- b. To uphold & protect the sovereignty, unity and integrity of India.
- c. To Cherish & follow the noble ideas which inspired our national struggle for freedom
- d. To defend the country & render national service when called upon to do so.
- e. To promote harmony & the spirit of common brotherhood.
- f. To value & preserve the rich heritage of our composite culture.
- g. To protect & improve the national environment.
- h. To develop the scientific temper, humanism and the spirit of inquiry and reform.
- i. To safeguard public property & to abjure violence.
- j. To strive towards excellence in all spheres of **individual & collective activity, so that the nations constantly rises to higher levels of endeavor & achievement.**

MIL embodies essential knowledge about:

- ✓ The functions of media, libraries, archives and other information providers in democratic societies
- ✓ The conditions under which news media and information providers can effectively perform those functions
- ✓ How to evaluate the performances of these functions by assessing the content and services they offer

The knowledge should in turn allow the users to engage with media and information channels in a meaningful way.

WHAT LITERACY IS ALL ABOUT

- ❑ The word literacy usually describes the ability to read and write
- ❑ Reading starts with recognizing letters
- ❑ Its leads the person to identify words and to understand what those words mean
- ❑ Readers then, become writers
- ❑ With more experience readers and writers develop strong literacy skills.

MEDIA LITERACY

Media literacy is the ability to identify different types of media and understand the messages they are sending

Some 10-20 years ago, the only sources of information were: TV, Radio, Newspapers and magazines

But today we have: messages, viral videos, social media, video games, advertising and the more

But all these medias share one thing: Someone created it. And it was for a reason. **Understanding that reason is the media literacy**

WHAT MEDIA LITERACY - IN DETAIL


“The media is the most powerful expression and henceforth it is vital that we understand the significance of media education in youth and youngsters (Rijutha Lamba:2008)

In Indian context, the scope of the media has been expanding complex as of late. The surprising ascent in presentation to media has impact on children and young people. In fact, the influences and effects of media can now be felt globally, transgressing social and cultural boundaries.

UNESCO (2008) pointed out, “children and youth of schooling age are the groups that are most vulnerable to the forces of media influence, and regardless of their diversity in circumstances and surroundings, youth from all corners of the world identify with and share the models of conduct, aspirations, and cultural consumption patterns that are evoked by the world media landscape.”


THE EFFECT OF MEDIA IN THE CONDUCT OF CHILDREN

Joshua Meyrowitz (1985) compactly put it into words.. “parents could once easily mould their young children’s upbringing by speaking and reading to children only about those things they wished their children to be exposed to, but today’s parents must battle with thousands of competing images and ideas over which they have little direct control.



WAYS IN WHICH MEDIA INFLUENCES INDIVIDUALS

There are diverse ways in which media influences individuals. These may be short term or long term. Potter (2005) lists five types of media effects

1. Cognitive
 2. Attitudinal
 3. Emotional
 4. Psychological and
 5. behavioral
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MEDIA LITERACY – DEFINITION

1. UNESCO (United Nations Educational Scientific and Cultural Organization)

Media education is a part of the fundamental right of each and every citizen of any country in the world of freedom of expression and the right to information, and is a tool for building and maintaining democracy.” It is also understood that “media education should be aimed at empowering all citizens in every society and should ensure that people with special needs and those socially and economically disadvantaged have access to it.”

2. Art Silverblatt (2001) (Media Literacy and Instructor's Manual)

Gives much more comprehensive definition of media literacy. According to him media literacy emphasizes the following

1. A critical thinking skill that allows audience to develop independent judgements about media content
2. An understanding of the process of mass communication
3. The development of strategies with which to discuss and analyse media messages
4. An awareness of the impact of media on the individual and society
5. An awareness of media content as a text that provides insight into our contemporary culture and ourselves
6. The cultivation of an enhanced enjoyment, understanding and appreciation of media content
7. In the case of media communicators, the ability to produce effective and responsible media messages.

WHY MEDIA LITERACY?

**Bed coffee and reading newspaper...
Watching TV news in the evening...**

**Yes, these sources of information are critical in promoting
civil engagement and democracy**

**They provide up-to-the minute information, deeper analysis
of societal issues ranging from democratic governance
and free and fair elections to disaster reconstruction and
reducing preventable diseases.**

Continued why media literacy...

Media is the fourth pillar of democracy. The four pillars are

- 1. Judiciary**
- 2. Executive**
- 3. Legislature and**
- 4. The media**

The fourth pillar of democracy ensure that all people living in far off areas of country are aware of what's happening in the rest of their country.

Over the years media has become more active

- It reminds the government of its unfulfilled promises**
- Educates masses in rural areas through television, radio and internet and exposes the loopholes in the system.**
- Fight against socio political evils and injustice in the country**
- It empowers the mass and facilitate development**

Continued why media literacy...

- **But what is reality?**
- **Information is ubiquitous (i.e. everywhere, plenty)**
- **“post-truth” are increasingly part of our narratives**
- **Large scale information dissemination due to social media and internet**
- **So it is not possible to stem the flow of information**
- **It is not uncommon for information creation and propagation to be laced with certain agendas**
- **Fake news in this digital world across political, ideological, economic and social spectrums has become matter of concern**

Continued why media literacy...

The proliferation of smartphones and tablets means that the current generation of students have more access to information than ever before.

Study conducted by Stanford History Education Group – although students were proficient on different social media platforms, more than 80% could not distinguish between native advertising (sponsored content) and news stories.

_ simply put, students cannot objectively navigate the bombardment of information coming their way.

Some nations were quick to diagnose this issue and have been taking remedial measures over the last few years.

In India - The veracity of information is fast becoming elusive. But nobody not even speak about the need for a structured media literacy modules at the school level

So what?

While ICT continues to make inroads in different spheres of the education space, functional technology skills cannot be rated with literacy.

Since the flow of information easily transcends geographical boundaries, ethical as well as contextual considerations while consuming content is critical

The prevailing community culture in India is that blindly trusting the printed word in newspaper or spoken word on television or even WhatsApp forwards largely goes unchallenged.


The situation needs to be changed.

- The students should be promoted to critical and independent thinking. Critical thinking helps the children to counter disinformation.
- There is an urgent need to build a culture wherein questioning and cross-checking is inculcated not just an attitude, but as a practice.

media literacy is the only way to achieve the goal.

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KEY OUTCOMES OF MEDIA LITERACY

- Understand the role and functions of media in democratic societies
 - Understand the conditions under which media can fulfil their functions
 - Critically evaluate media content in the light of functions
 - Engage with media for self-expression and democratic participation
 - Review skills (including ICT) needed to produce user-generated content
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ROLE OF MEDIA

1. **Communication:** It allows the relay of information from one person to another, using mobile phones, radio and television for news updates, the newspaper, the internet and the email
2. **Media acts as watchdog** for accountability of democracy and implementation of manifestos of Government, creating awareness to public against malpractice. Its adversarial role to monitor and evaluate the Government to make transparent and accountable
3. **Entertainment:** From the movies shown on to television, the different reality and talent search shows, magazines, social media (Facebook, twitter, snap chat, Instagram, Pinterest)
4. **Creation of awareness and sensitization:** The local radio reaches out to the rural and the vulnerable groups, creating awareness on different programs that can benefit them. It enlightens the public on their rights, the different policies and how they affect them either directly or indirectly
5. **Socialization:** Television have shaped the attitude and behavior of the people. The portrayal of different characters in the movies and shows have greatly affected the behavior and culture of people that affect family and societal relations.

IMPORTANCE OF MEDIA

The main purpose of the media is to disseminate information and knowledge. Media is the best medium for mass communication . With the help of various media like electronic media, print media and web media, the mass communication method is accomplished in a suitable way.

The media is the single most powerful entity on earth today, they have the power to create and change the public opinion ease. Armies are not needed any more. The media is more powerful than any army could ever be, they control public discussion, **they create opinions**, they change opinions, **they create sentiments**, **they create realities**. It is used as a propaganda machine, and an instrument to persuade people into believing your selfish ideas.

Media literacy enables the individual:

- 1. Learn to think critically:** As kids evaluate media, they decide whether the message makes sense, why certain information was included, what wasn't included, and what the key ideas are. They learn to use examples to support their opinions. Then they can make up their own minds about the information based on knowledge they already have
- 2. Become a smart consumer of products and information:** Media literacy helps learn how to determine whether something is credible. It also helps them determine the "persuasive intent" of advertising and resist the techniques marketers use to sell products
- 3. Recognize point of view:** Every creator has a perspective. Identifying an author's point of view helps us to appreciate different perspectives. It also helps put information in the context of what they already know – or think they know

Media literacy enables the individual...

4. **Create media responsibly:** Recognizing your own point of view, saying what you want to say how you want to say it, and understanding that your messages have an impact is key to effective communication.
5. **Identify the role of media in our culture:** From celebrity gossip to magazine covers to mems, media is telling us something, shaping our understanding of the world, and even compelling us to act or think in certain ways.
6. **Understand the author's goal:** what does the author want you to take away from a piece of media? Is it purely informative, is it trying to change your mind, or is it introducing you to new ideas you've never heard of? When children understand what types of influence something has, they can make informed choices

SOME QUESTIONS TO BE RAISED IN MIND WHILE APPROACHING THE MEDIA CONTENT

- **Who created this? Was it a company? Was it an individual? (if so who?) Was it a comedian? Was it an artist? Was it an anonymous source? Why do you think that?**
- **Why did they make it? Was it to inform you of something that happened in the world (for example a new story)? Was it to change your behavior or mind? Was it to make you laugh? Was it to get you buy something? Why do you think that?**
- **Who is the message for? Is it for kids? Grown-ups? Girls? Boys? People who share a particular interest? Why do you think that?**
- **What techniques are being used to make the message credible or believable? Does it have statistics from reputable source? Does it contain quotes from a subject expert? Does it have an authoritative-sounding voice-over? Is there direct evidence of the assertions its making? Why do you think that?**

SOME QUESTIONS TO BE RAISED IN MIND WHILE APPROACHING THE MEDIA CONTENT

- **What details were left out and why? Is the information balanced with views – or does it present only one side? Do you need more information to fully understand the message? Why do you think that?**
- **How did the message make you feel? Do you think others might feel the same way? Would everyone feel the same, or would certain people disagree with you? Why do you think that?**

IN SHORT

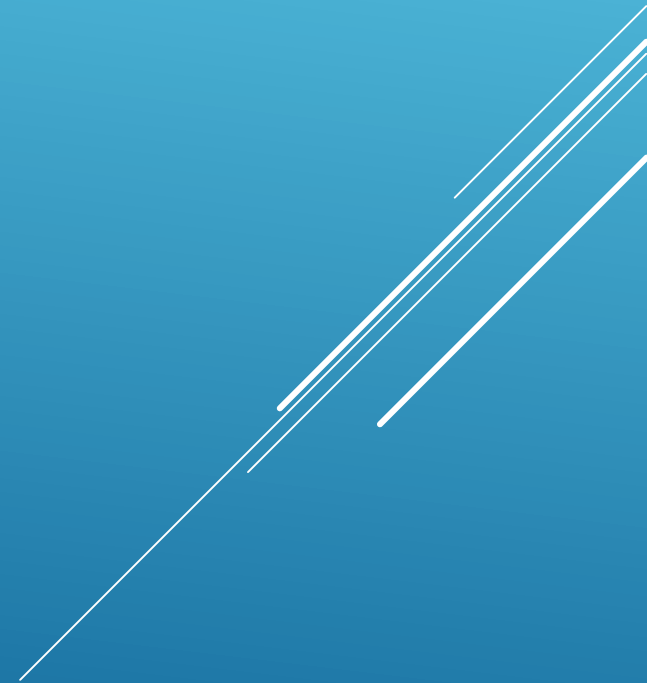
Media literacy training isn't simply to help you comprehend the media better. It is truly to help you comprehend the society better. We are given with unmanageable quantum of information in a variety of forms and medias. The producer or the creator of each media content has an aim behind producing and publishing it. As a user we must understand this aim. So critical approach to the media is essential.

INFORMATION LITERACY



WHAT IS INFORMATION?

IS INFORMATION KNOWLEDGE?



DATA → INFORMATION → KNOWLEDGE → WISDOM

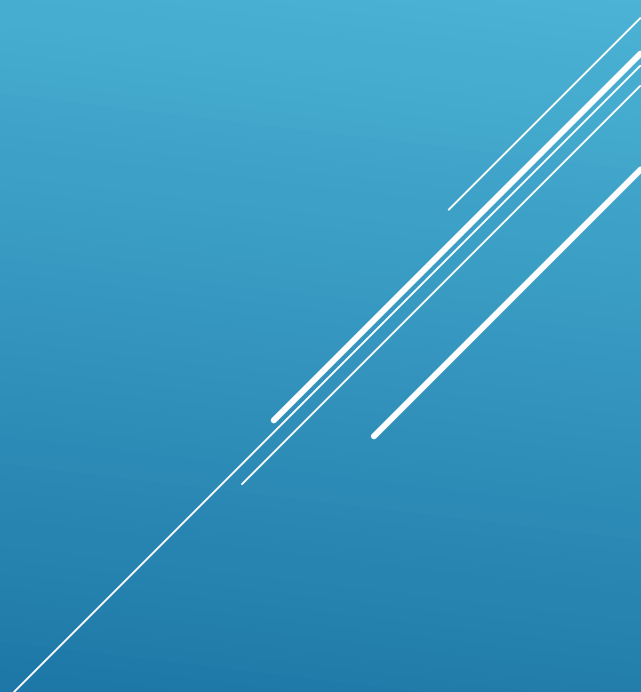
WHAT IS DATA?

WHAT IS INFORMATION?

WHAT IS KNOWLEDGE?

Explicit Knowledge Implicit knowledge and Tacit knowledge


WHAT IS WISDOM?



Information literacy is the ability to locate, evaluate, and use information to become independent life-long learners.

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It includes a set of abilities

- 1. Identify the exact need of information by considering the understanding level of previous knowledge**
 - 2. Select appropriate source of information**
 - 3. Access appropriate and adequate information securely from selected sources**
 - 4. Process the accessed information**
 - 5. Apply information ethically and effectively in teaching-learning process**
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KEY OUTCOMES OF INFORMATION LITERACY

1. Define and articulate the information need
 2. Locate and access information
 3. Access information
 4. Organize information
 5. Make ethical use of information
 6. Communicate information
 7. Use ICT skills for information processing
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