



eMotions Mapping
(e-Map)

2020-1-RO01-KA229- 080232

1st Transnational Meeting

Antalya, Turkey

Co-funded by the
Erasmus+ Programme
of the European Union



MEDIA & INFORMATION LITERACY

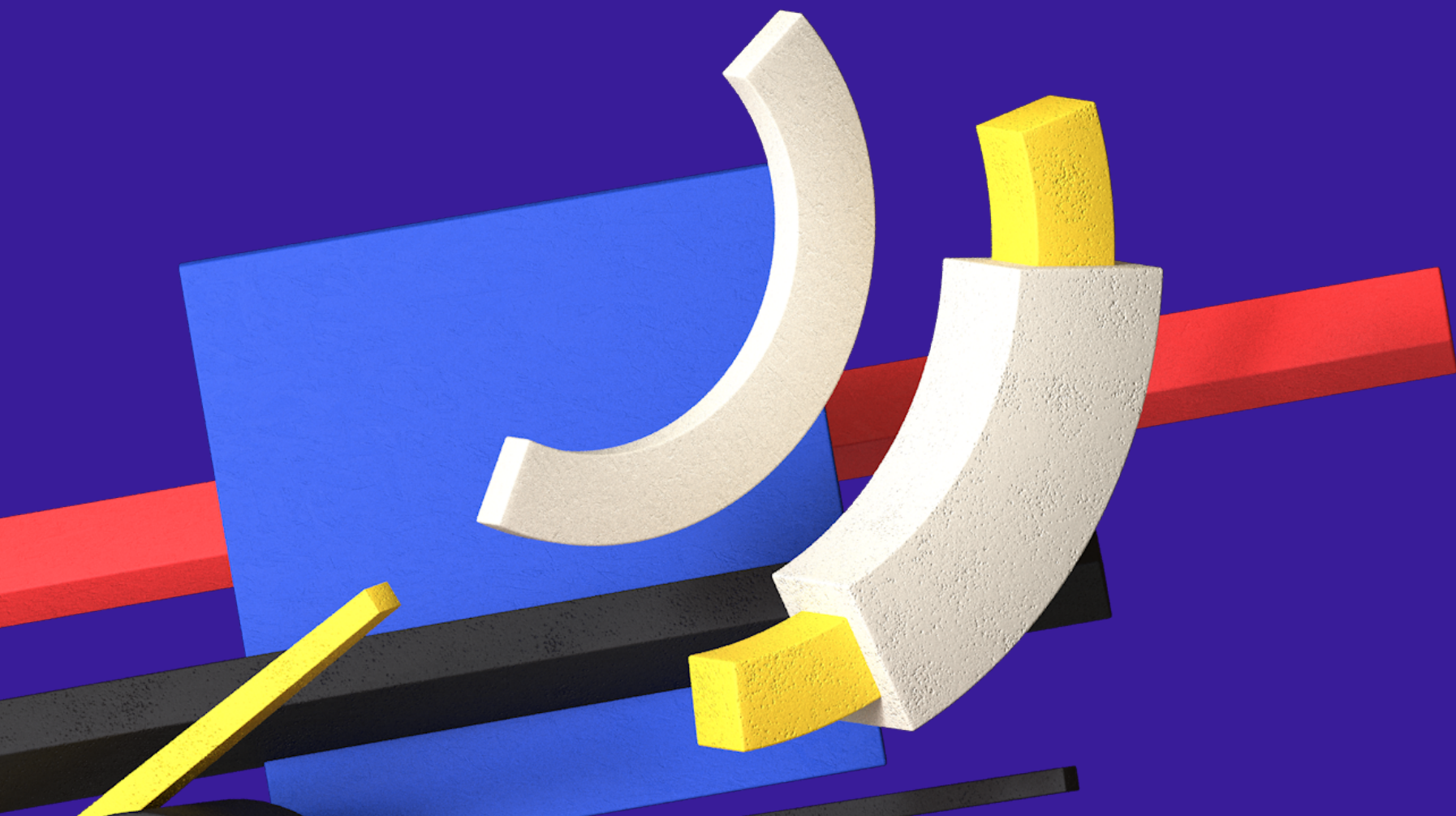


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MEDIA & INFORMATION LITERACY

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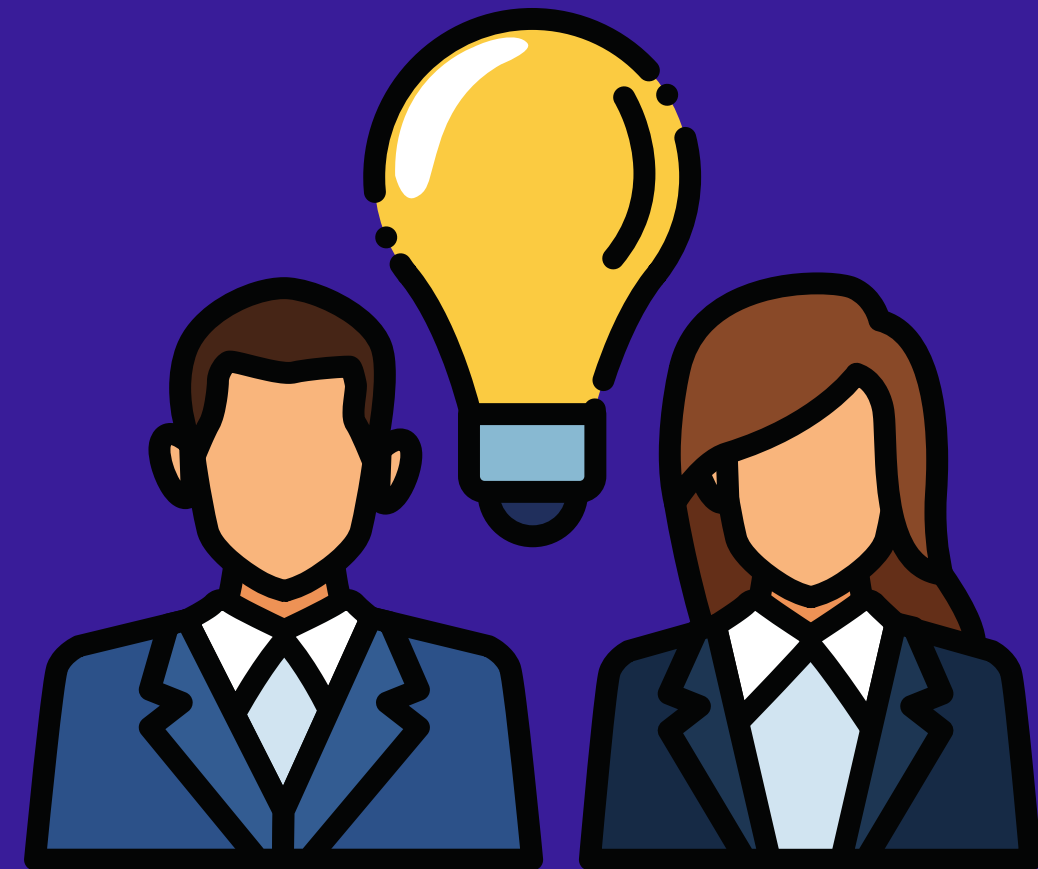
Media & Information Literacy(MIL)

We depend on information to function efficiently, on a personal and social level. The quality of the information we come in contact with largely determines our perceptions, beliefs, attitudes and behaviours. Most of this information we receive comes from the media and social media. Within this scope, media literacy and media education provide answers to questions we all are supposed to ask ourselves at some point.



Media In Our Lives & The Importance to Tackle

How can we wisely relate to the information?
What are our rights? What are the ethical issues related to accessing and using information?
How do we interact with the media to promote equality, intercultural and interreligious dialogue and peace, freedom of expression and access to information?

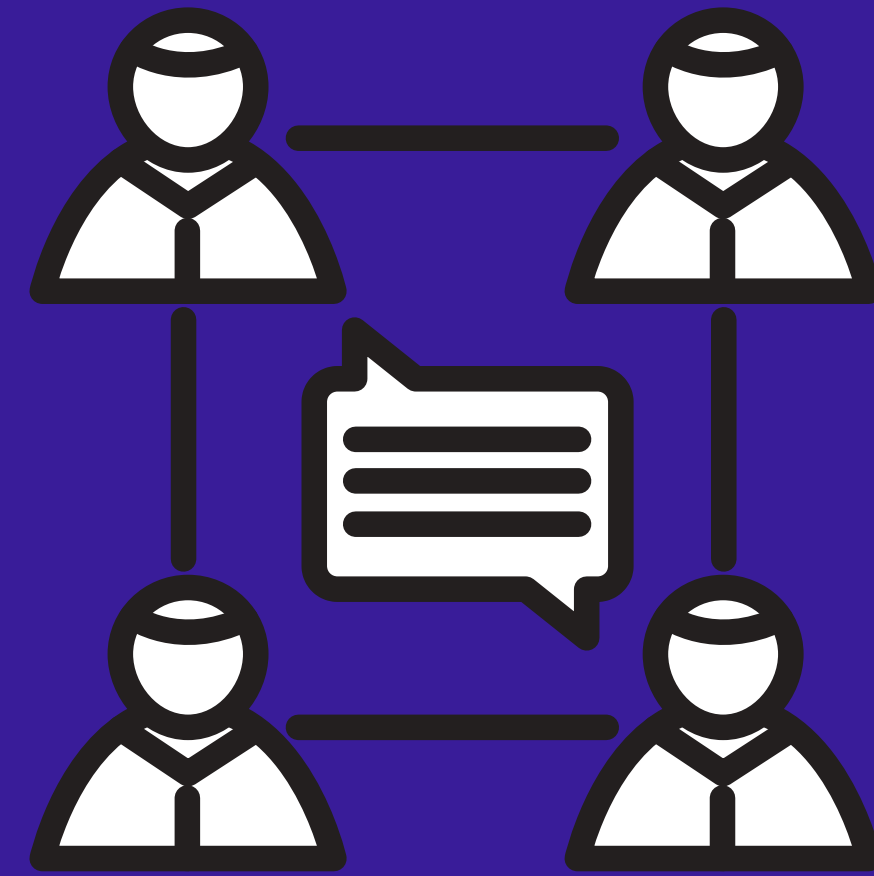


In the current system of complex and sometimes contradictory messages and meanings, the public good is increasingly difficult to identify and promote, if the public remains powerless in the face of threats of misinformation, political polarization, and the growing influence of anti-propaganda platforms. Each of us must have media skills to understand the stakes and to contribute to progress, or as the case may be, to the protection of rights that we can easily lose.



Media Literacy

We take in a huge amount of information from a wide array of sources, far beyond the traditional media (TV, radio, newspapers, and magazines) of our parents' youth. There are text messages, memes, viral videos, social media, video games, advertising, and more. But all media shares one thing: Someone created it. And it was created for a reason. Understanding the reason is the basis of media literacy



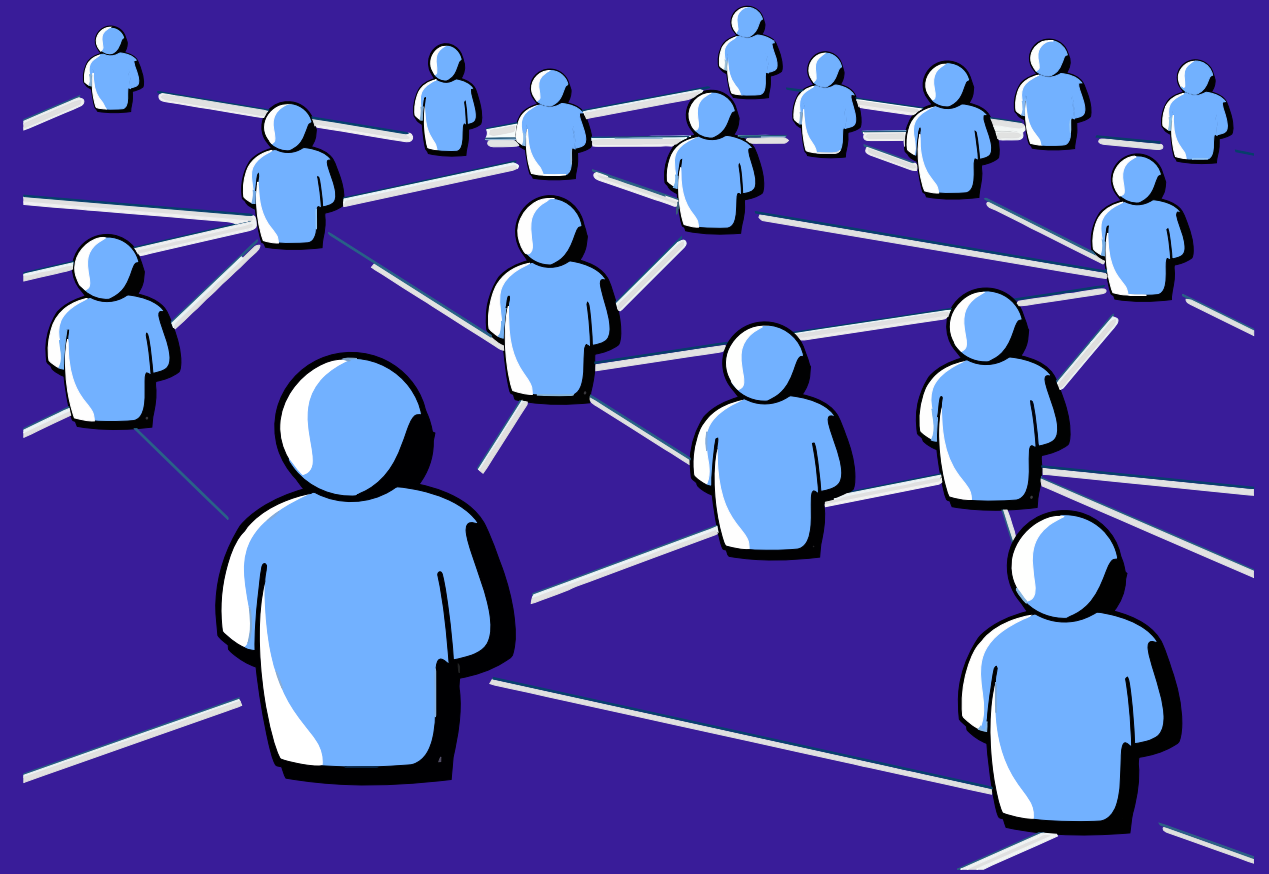
Media Literacy

The digital age has made it easy for anyone to create media. We don't always know who created something, why they made it, and whether it's reliable or not. This makes media literacy tricky. Nonetheless, media literacy is an essential skill in the digital age.



Media In Our Lives

Media is a powerful force in our lives. Music, TV, video games, magazines and other media all have a strong influence on how we see the world, an influence that often begins in early childhood.



Social Media Literacy

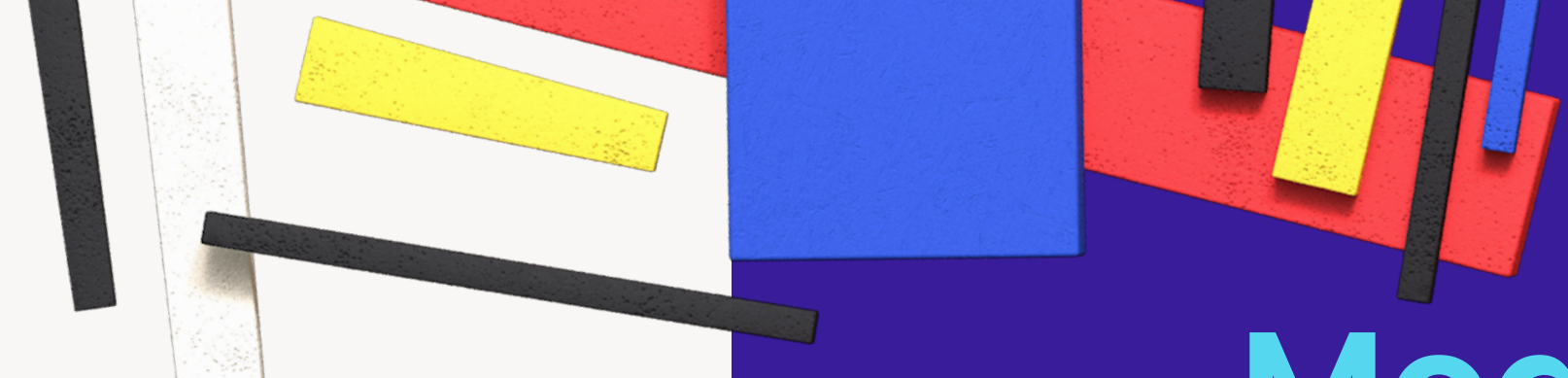
Media, particularly social media have become an important part of our everyday lives. Social media offers the opportunity to be in touch with friends and family practically anytime and anywhere, from home, at school etc



Social Media Literacy

It also provides opportunities for self-expression, entertainment, creativity and participation. In a world where the internet and social media are pervasive in everyone's personal and professional lives, it has become increasingly difficult for everybody to appropriately tackle the digital challenges of media and social media we are facing.





Media Literacy

- According to UNESCO, Media Literacy is “a set of competencies that empowers citizens to access, retrieve (read), understand, evaluate and use, create as well as share information and media content in all formats, using various tools, in a critical, ethical and effective way in order to participate and engage in personal professional and societal activities.

Media Literacy

- This means that a 'media and information literate person must not only be a consumer of information and media content, but also a responsible information seeker, knowledge creator and innovator, who is able to take advantage of a diverse (different) range of information and communication tools and media'
- Briefly we can describe it as “skills to access, read, understand, critically analyse, use, create and share media contents.”

Media literacy is built on these pillars



1.

Access

Learning to use, understand, find information and use digital texts, tools and Technologies

2.

Analyse

Learning to interpret, analyse and evaluate print media, images, video and films, video games, the Internet and social media

3.

Create&share

Learning to compose and create and share messages to express ideas using collaborative learning experiences with media production and digital tools

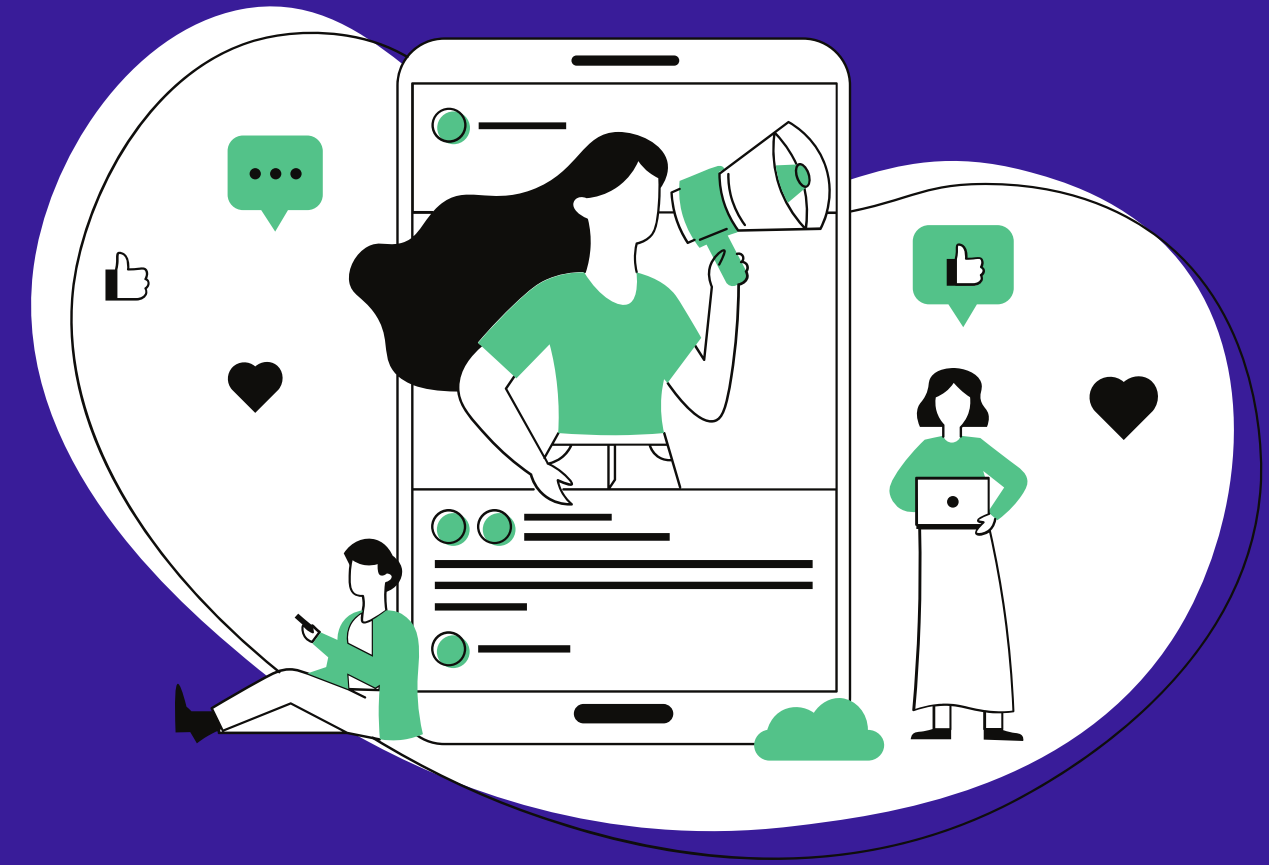
4.

Reflect

Learning to develop the social and emotional skills that help develop social responsibility and increase awareness of media and technology as it affects people's attitudes and behaviours

How to Tackle Media Challenges Media Literacy

Media literacy refers to our ability to access information, analyse media messages, create thoughtfully, reflect on our experiences with and through media, and use many forms of media to make our voices heard in the world.



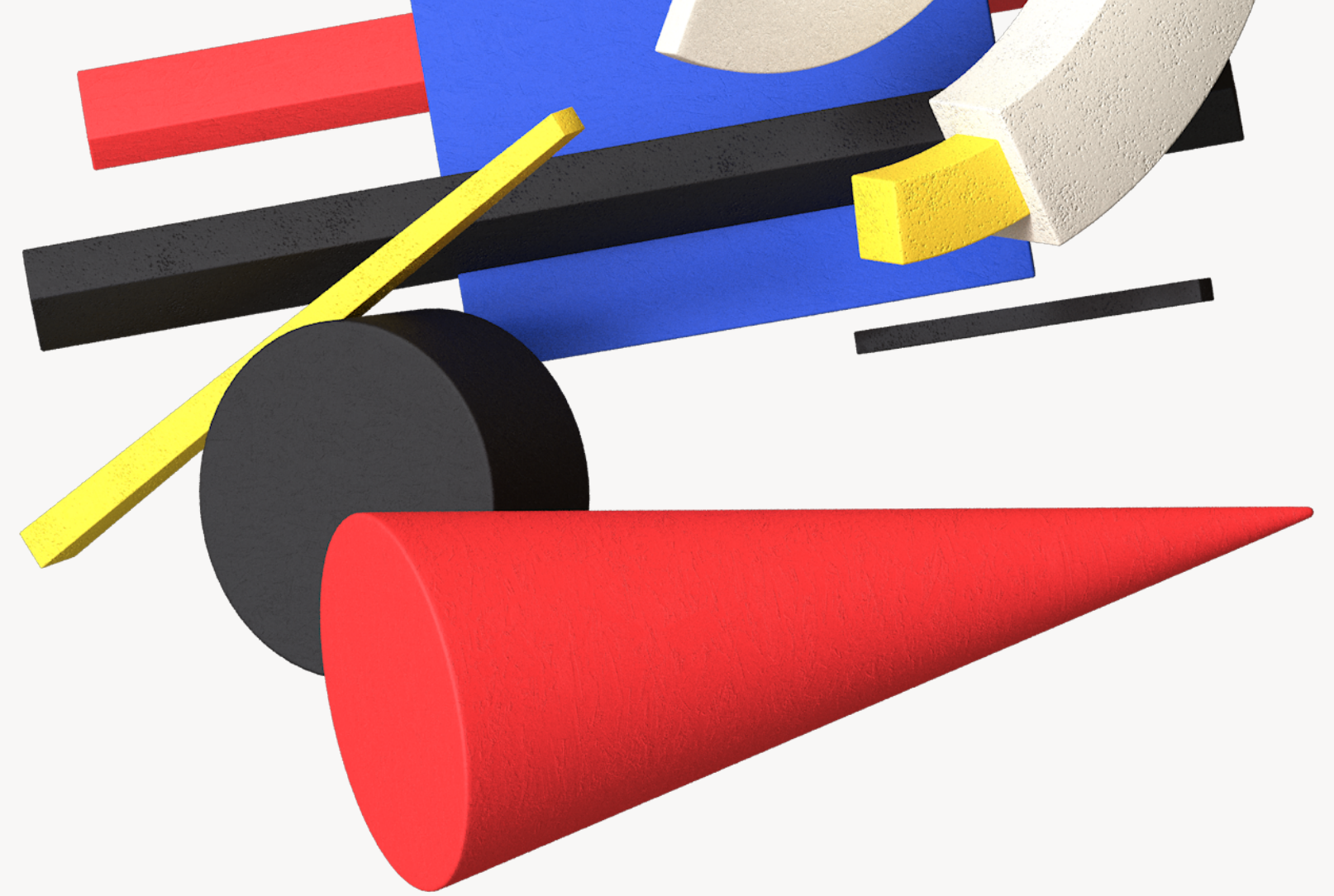
How to Be a Media Literate

How to Be a Media Literate

To be engaged and critical media consumers, we need to develop skills and habits of media literacy. These skills include being able to access media on a basic level, to analyse it in a critical way based on certain key concepts , to evaluate it based on that analysis and, finally, to produce media oneself. .



Media literacy requires improving competencies to:



Learn to think critically

While evaluating media, we decide whether the messages make sense, why certain information was included, what wasn't included, and what the key ideas are

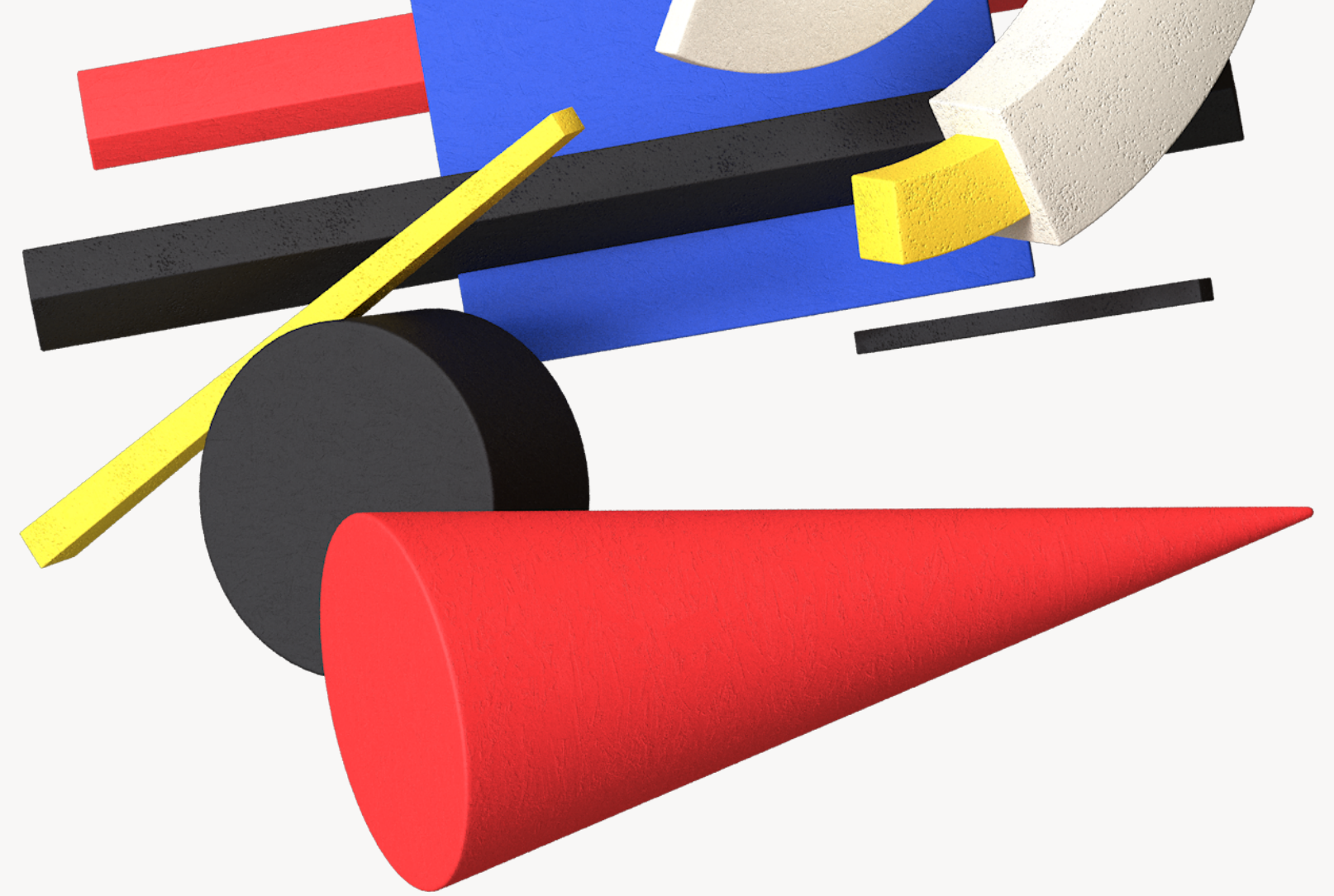
Become a smart consumer of products and information

·Media literacy helps us learn how to determine whether something is reliable. It also helps us determine the persuasive intent of advertising and resist the techniques

Recognize point of view

Every creator has a perspective. Identifying an author's point of view helps us appreciate different perspectives

Media literacy requires improving competencies to:



Create media responsibly

Recognizing own point of view, saying what you want to say how you want to say it, and understanding that messages have an impact is key to effective communication

Identify the role of media in our culture

From celebrity gossip to magazine covers to memes, media is telling us something, shaping our understanding of the world, and even compelling us to act or think in certain ways

Understand the author's goal

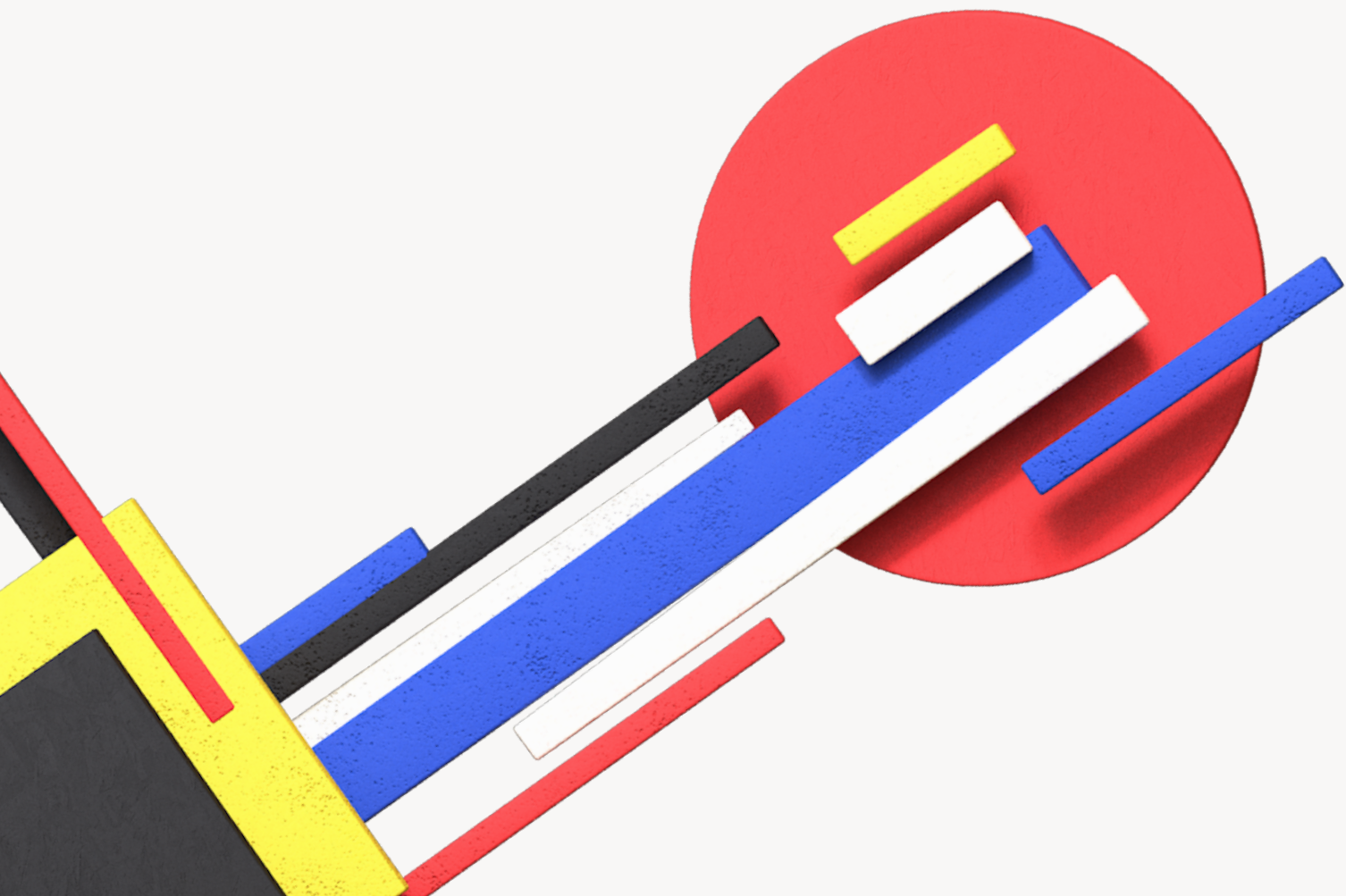
·What does the author want us to take away from a piece of media? Is it purely informative, is it trying to change our mind, or is it introducing us to new ideas we've never heard of? When we understand what type of

Crucial Questions to be a Media Literate

Media literacy includes asking specific questions and backing up our opinions with examples. Following media-literacy steps allows us to learn for ourselves what a given piece of media is, why it was made, and what they us want to think about it



**Here are the some
key questions to
ask in order to
analyse and
evaluate media
messages.**



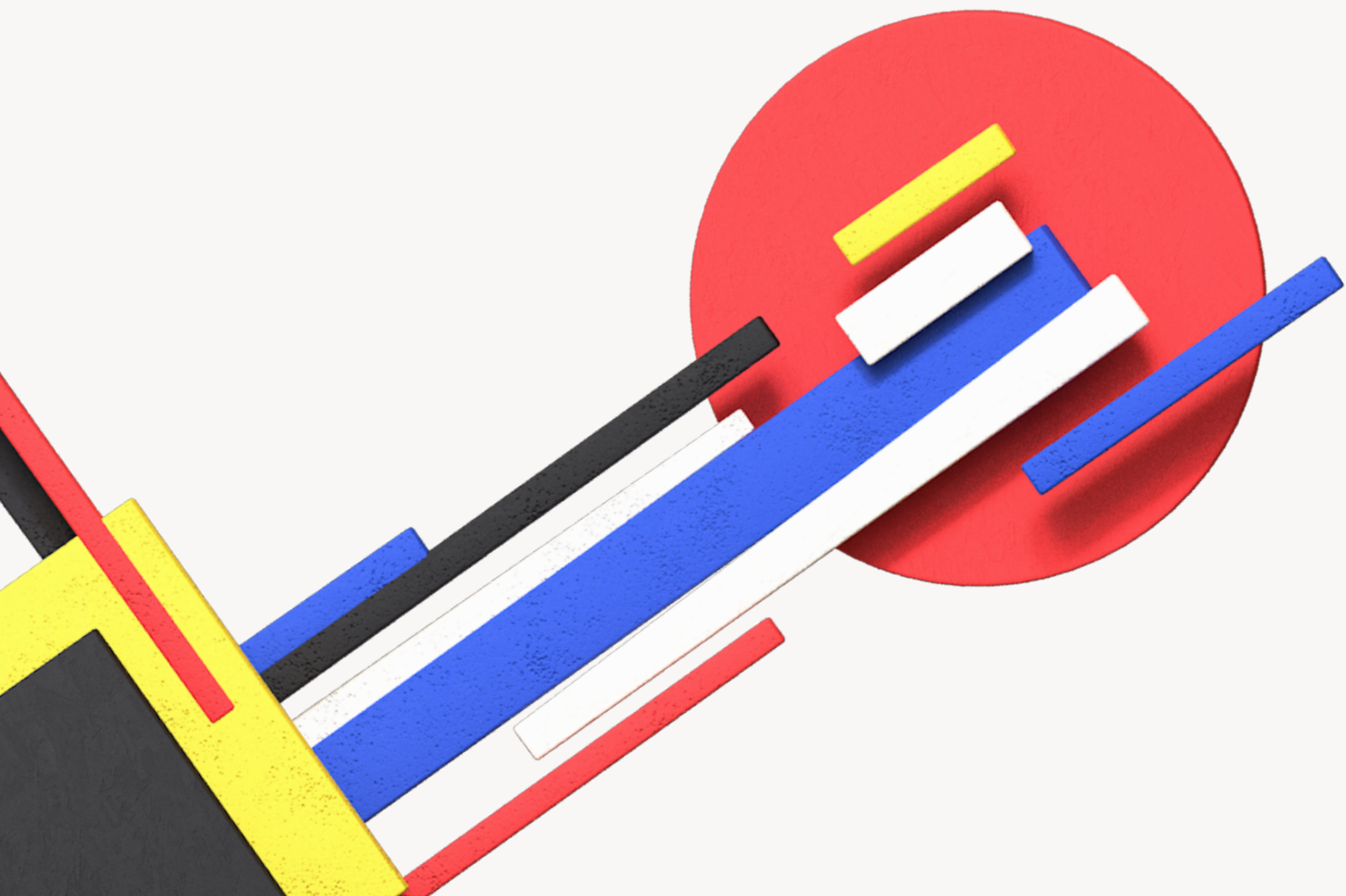
Who created this?

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 news story)? Was it to change your mind or behaviour (an opinion essay or a how-to)? Was it to make you laugh (a funny meme)? Was it to get you to buy something (an ad)? Why do you think that?

**Here are the some
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evaluate media
messages.**



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 this message credible or
believable?**

Does it have statistics from a reliable
resource? 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?

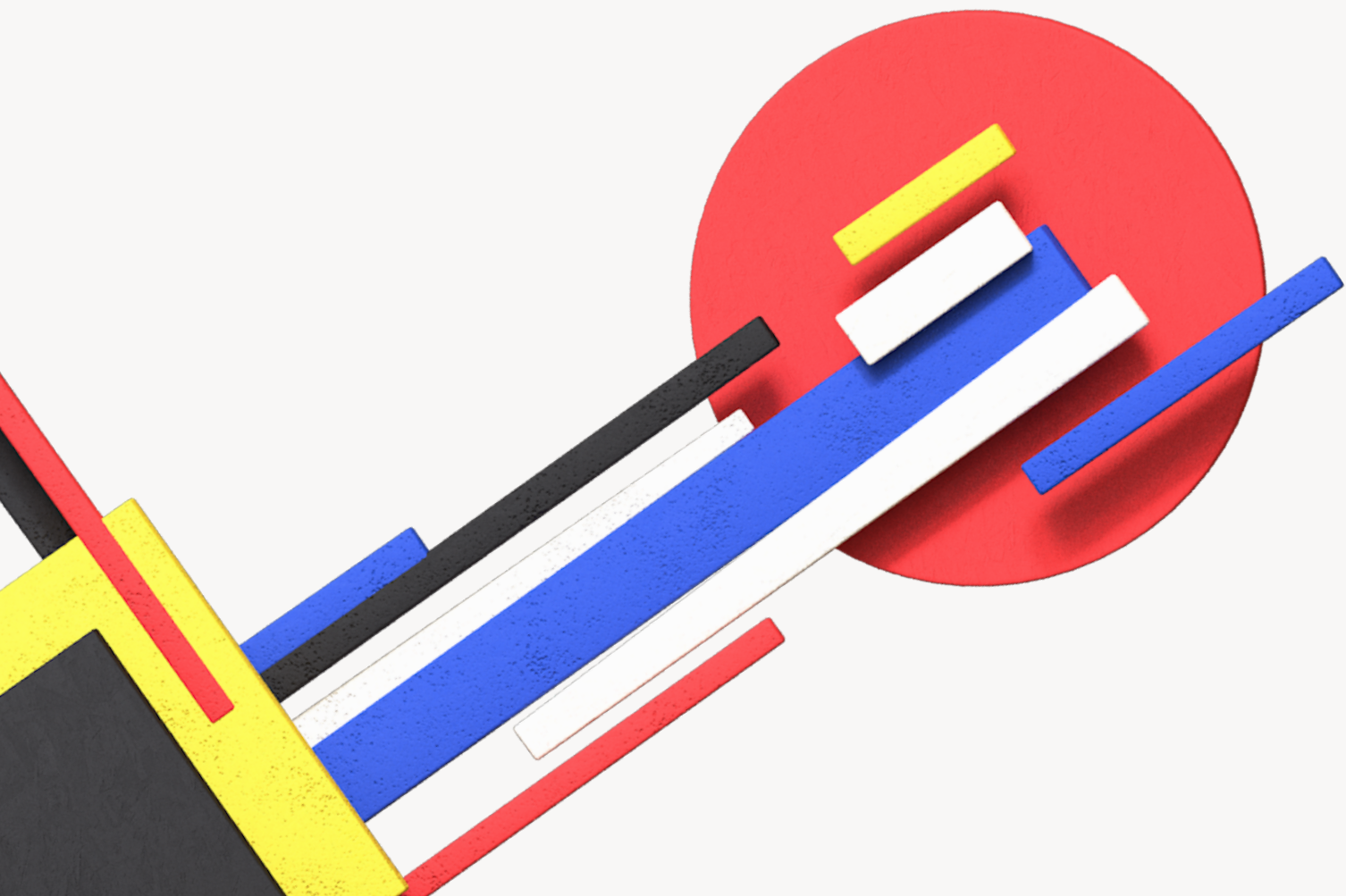
**Here are the some
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messages.**

What details were left out, and why?

Is the information balanced with different 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 others feel the same way? Would everyone feel the same, or would certain people disagree with you? Why do you think that?





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