

Some things a media literate person should know

Who is the owner of a newspaper, channel or website and the people who control the flow of information? Who is the target group of different media channels? What are the limitations to accessing content on the media? The primary purpose is to have access to information, called news. News is information that is new, important and relevant. However, it is up to you to decide about the kind of media you use to find information that is relevant and interesting to you. These are some of the questions that a media literate person should ask: Which sources are important? And what pages and groups do I like to follow on social media? Are these credible and reliable?

Who's behind the message?

Media messages are delivered by a variety of channels. They could be:

- The government press
- The commercial press
- News agencies
- The entertainment industry

If you know who the producer is, it is easier to determine what kind of information can be accessed. What are the key issues in their view? What is their purpose of providing certain information and omitting other facts or topics all together?

Given the explosive growth of the media industry and the rise of social media, there is more access to information than ever. There are both positive and negative aspects to this. Information on social media can be widely shared, but this also includes disinformation potentially reaching large numbers of people. Disseminating any inauthentic piece of information is like spreading disinformation. So it's important to know not to believe everything that you see and read because fake videos, fake photos and fake news spread quickly, especially via social networks. But there are tools you can use to counter this trend. There are technological approaches such as analysis tools like "Tineye" and "YouTube Data Viewer" which can detect fake photos and videos. But if you are media literate, you already have an invaluable tool at your disposal—your ability to think critically. This helps to pose one of the most essential questions that can be asked regarding media messages: **"Is everything you see and read based on the facts?"**

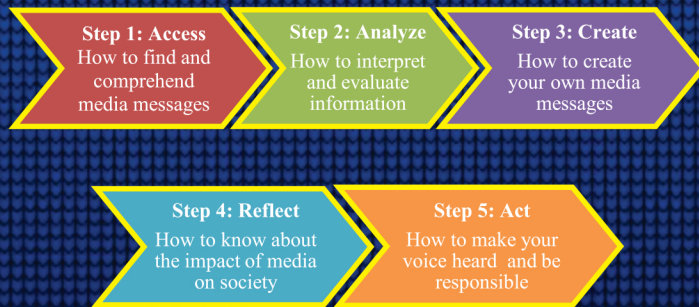
For details, please visit
www.individualland.com
Join us on facebook @ Individualland
Follow us on twitter @ Individualland

Media and Information Literacy



What is Media and Information Literacy (MIL)?

- MIL is the ability to use a variety of media
- MIL is a set of skills that enable a person to access media, analyze media content, create new media messages, reflect on existing media content, and take action with media
- A media literate person is able to understand complex messages from various forms of media and produce their own media messages.



A media literate consumer of media is better able to receive, analyze and understand complex messages from newspapers, magazines, books, radio, television, billboards, video games, music, the Internet, social media, and all other forms of media. Media literate individuals are also better able to create and disseminate media messages themselves.

Educators have discovered that media and information literacy is essential and an effective and engaging way to apply critical thinking skills to a wide range of topics. Because media technologies develop rapidly and media systems are complex and ever-changing, media and information literacy has become an essential skill all over the world.

There are linkages and relationships between media and other information providers as you can see in UNESCO's graphic "The Ecology of MIL: Notions of MIL"

Why do you have to know this?

- If you share news or information without authenticating it.
- If you instantly believe information or news that you read in the newspaper or watch on TV.
- If you believe that your favorite journalist or anchor always provides reliable news and information.
- If you believe every picture you see on social media is authentic without any verification.
- If you believe the same kind of event is always presented in the same way in different media
- If you have never tried to do a fact check of news story?
- If you believe that a journalist sharing news on a television channel or on social media can never be biased.
- If you edit someone else's image or news and do not mention that it was edited.

Source: Media and Information Literacy: A Practical guidebook for trainers, DW Akademie, Second Edition, 2018.

Source: unesco.mil-for-teachers.unaoc.org

So you are literate but not necessarily media literate...

There is a lot of material on the Internet that is not true. For example, many of the images circulating online about Myanmar are fake. Many of the photos purporting to be about recent (floods?) posted on the internet are actually from years ago. Information about rival political parties being circulated by the supporters of another political party can be fake or misleading. Therefore, media literacy knowledge is crucial for being able to differentiate between facts and lies.

Being media literate, you can fulfill your duty as a responsible citizen by not spreading disinformation. A media consumer should, for example, know that she or he is not playing into the hands of violent elements in the country. A media literate person refuses to disseminate news or information without authentication. Therefore, it is the responsibility of the consumer to verify information or news in the media before sharing it, especially if it might contribute to the spread of extremism. It is also important to verify information so that it does not contribute towards the harming of human rights, for example by leading to discrimination on the basis of religion, skin color, race or gender.