

THE DECISIVE ROLE OF MEDIA LITERACY AND EDUCATION DIRECTED TO IT IN SOCIETY

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ABSTRACT: This article discusses the crucial role of media literacy and education aimed at it in the life of society. Media literacy is the ability of people to correctly understand, analyze and consciously use messages coming from the media . The article discusses the role of media literacy in protecting against false information and manipulation, active participation in democratic processes, and ensuring personal development and well-being. The necessity of media literacy for the stability of society and reliable information exchange is substantiated.

Keywords : Media literacy, information analysis, critical thinking, protection from false information, democratic processes, information sources, social stability, digital literacy

INTRODUCTION

Is an expanded concept of literacy that includes the ability to access and analyze media messages, as well as the ability to create, reflect, and act using the power of information and communication to change the world . Media literacy applies to a variety of media and is seen as an essential skill for work, life, and citizenship.

Literature review

Douglas Kellner and Jeff Share have classified four different approaches to media education: the protectionist approach, media arts education, the media literacy movement, and critical media literacy. The protectionist approach considers media audiences as vulnerable to cultural, ideological, or moral influences and in need of protection through education. The media arts education approach focuses on the creative production of various media forms by students. The media literacy movement is an attempt to take traditional aspects of literacy out of the realm of education and apply them to media. Critical media literacy focuses on analyzing and understanding the power structures that shape media representations and how audiences can work to create meaning through dominant, dissident, and negotiated readings of media.

Research methodology

and analyze media messages , and the ability to create and reflect using the power of information and communication to change the world. Its main structural factors and components are described.

Analyses and results

Media literacy education is a process used to develop media literacy competencies, which aims to increase awareness of the impact of media and to develop an active stance towards media consumption and production [1]. Media literacy education is taught and studied in many countries around the world [2]. Finland is cited as one of the leading countries investing heavily in media literacy.

Media literacy education often encourages people to ask questions about what they see, hear, and read. Some examples of media considered include, but are not limited to, television, video games, photographs, and audio messages .

Media literacy education provides tools to help people develop receptive media skills to critically analyze messages, provides opportunities for students to expand their media experience, and helps develop generative media skills to enhance their creative abilities in creating their own

media messages [3]. Critical analysis may include identifying authorship, purpose, and point of view, examining construction techniques and genres, examining examples of media representations, and identifying propaganda, censorship, and bias (and their causes) in news and public affairs programming. Media literacy education may also examine how the information presented is influenced by, for example, media ownership or financing models.

Media literate people can skillfully create and produce media messages to demonstrate an understanding of the specific characteristics of each medium, as well as to participate as media creators and active citizens. Media literacy can contribute to a broader concept of literacy, viewing media, popular culture, and digital media as new types of “texts” that require analysis and evaluation. By making the process of consuming media an active and critical process, people become more aware of the possibilities for misinterpretation and manipulation, and understand the role of media and media in shaping their views of reality.

may include developing habits and skills to use, analyze, evaluate, create, and act on all forms of communication. Media literacy education can begin in early childhood , by developing a pedagogy around more critical thinking and deeper analysis and questioning of concepts and texts. As students age and enter adulthood, the use of media literacy learning will have implications for identifying ethical and technical standards in media, as well as understanding how media relate to their cognitive, social, and emotional needs.

be demonstrated in isolation: media literacy, mediaculture and mediaong.

Effective communication and media literacy are key to shaping public perceptions and building resilience during times of crisis. Crisis communication, the delicate interplay between transparency and strategic messaging, intersects with media literacy to empower people to navigate the turbulent currents of uncertainty and rapidly evolving narratives [4]. Media literacy, the ability to critically analyze and interpret information, becomes a shield against disinformation and a catalyst for informed decision-making in times of crisis. Transparency and clarity are essential at the heart of crisis communications. Media literacy provides the public with the tools to scrutinize information sources and distinguish between verified news and rumors . In the age of social media, where information spreads rapidly, media literacy becomes a crucial defense against the proliferation of unverified or sensational content , thereby contributing to a more informed and rational public response [5].

Furthermore, media literacy plays a crucial role in understanding the nuances of crisis information. Individuals with media literacy skills are able to understand context, identify potential biases, and question the rationale behind the information presented. This critical lens fosters a more engaged and informed public, one that can distinguish between genuine crisis communication and attempts to manipulate public sentiment. Media literacy-focused educational initiatives are becoming an integral part of crisis preparedness. As societies prepare for unexpected events, imparting media literacy skills ensures that people are not only receptive to official messages but also able to seek out and interpret information independently. This proactive approach transforms media literacy from a passive tool to an active force shaping collective responses to crises [6].

Conclusion

In conclusion , the intersection of crisis communication and media literacy is a dynamic space where the ability of the public to engage critically with information becomes the foundation for resilience. Navigating it requires not only effective communication strategies but also an empowered and media-informed public. As we face the uncertainties of the 21st century, the synergy between crisis communication and media literacy emerges as a beacon guiding societies toward informed decision-making and collective resilience in society.

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