



Media Literacy Concepts & Role Of Media Literacy Inict's: A Literature Review

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Abstract

This article describes the basic concepts of media literacy, role of information and communication technologies in media literacy and role of media literacy on student's education. This article review different literatures which are published and available on different websites and it include research work of different scholars, books chapters and dissertations. The researcher finalized forty research articles for the review. The basic scope of the study is to identify the role of media literacy in 21st century.

Keywords: Media literacy, Media literacy education, Information and communication technologies, ICTs

Introduction

Media literacy is a training tool for the public to be an active citizen. It assists the people to secure their access to get the new information, understand the importance of the news, decipher the received messages, they have right of freedom of expression and can participant in any issue or the progress happening in the society (Moeller, 2009).

According to the Prof.Maier Messenger Davies (2012) media literacy in present era, it includes a shift starting with accepting – a methodology through which it might have beenquite simple, ensure widespread access and certain societal objectives like educated citizenship – to looking for the place responsibility which may be a great part and larger amount on the clients which figure out things to themselves.

Gutierrez and Tyner (2012) said that media literacy is a term which is closely linked with ethics, alphabetic performs and digital media, it can be considered in the broadest

sense as a threshold for developing basic life abilities and access to the social assets. The basic concept of print literacy in also involved in the beginning and the concept was; the users have to decode the written message/information and to build alphabetic and numeric texts.

In 1997 Advanced Technology Centre define “media literacy” isto help the students and to develop the casual and significant acceptance of media, the technique and the influence of those media techniques. Additionally, media literacy is an education of the students which aims to increase the student understands and gratification that how the networking would efforts, make proposition, composed things and build authenticity. In 1998 Zettl cited that media literacy alsoprovided students with the capacity to make media products. Malik (2008) presented the four core thoughts of media literacy thatmedia messages are created by the viewers, it need aid constructed and inspired language for its identity or standards, different people understand the same messages contrastingly , media have its own fixed values and different opinions and media messages would constructed toachieve revenue and/or authority (Malik, 2008).

The rationale of this research article is to gather the basic concept and to identify the role of media literacy on the student’s. The article is reviewing the previous literature work which is done by the different researcher in past and identify the basic concept of media literacy, media literacy education which involves the media, culture and digital media , shows the role of ICTs and influence of media literacy on the students.

Material and Method

The researcher use literature reviews method. The content was collected from different databases like JSTOR, Proquest, ScienceDirect, SAGE Journals, ERIC and Google Scholar. This article consists of forty research paper, book’s chapters and dissertations. It covers the aspect of media literacy concept, media literacy education, purposeof technologies in accessing information and communication in media literacy and impact of media literacy on student’s education. Researcher use keywords related media literacy. This article have digital archives of forty research papers, which were from different sources and content were published and also available on the different databases. All the four aspects each contain ten references of already existing literature.

Literature Review

1. Conceptual base:

This aspect includes the different scholarly concept of “media literacy”.Livingstone (2013) defines what is “media literacy”? How media literacy will be changed? And what are the employments for literacy? His research paper characterizes “media literacy”; were that ability which should access, investigate, assess and make messagegetting through from

different media. The idea of media literacy is basically it's an aptitude which need length demonstrated which is arguable. The media literacy will be shorthand to social beliefs as varied as financial development, individual fulfillment and also self determination (as cited by Tyner, 1998). As stated by Aufderheide, Christ also Potter (1998) that those media literacy might be have the capacity to access, analyze, evaluate, and also mend messages for the different kinds of viewers. Moreover the researchers explained those sections which are access, analyze, evaluate and also content making. Researchers notice ability based methodology which focuses on the inquiries for ability dismissing those text based messages and innovation organization that mediates communication.

Ofcom report analyzing the concept or the role media literacy, it is a skill to accessing, identifying and generating connections in a diversity of the framework (Livingstone, and Thumim, 2003). Meyrowitz (1998) proved through his research work that media literacy is classified into content, grammar moreover on medium literacy. Content literacy uncertainties concern with the learning of thoughts and value demonstration in media messages as it is the basic concept of the media literacy. The information that media content will centrally inserted values and the concept of medium literacy. It focuses on the perspective of structure ability concentrates, strategies utilized within text based and also visual messages, for example, angles, cuts, zooms, and juxtaposition. In 1997 according to Media Literacy Resource Guide, Ontario which defines media literacy is concern for helping students to informed and accepting the different form of media, the methods and the influence of those media methods. More exclusively, it will be instruction which should increase the learner comprehension and help them to find out that how those media literacy works, create meaning, need aid organized, and build the truth through media messages. Media literacy additionally furnishes learners with the capacity to make media products or items.

According to Silverblatt (2001) who describe media literacy as significant thoughts; it's ability or skills that allow the audience to development their own judgment about the media content. Kubey (1997) explain media literacy is a skill for individual to interpret, appraise, scrutinize and create both print and electronic media messages. The primary purpose is the independence relationship with other all media. It emphasizes on the social encouragement, confidence, and language and users competence. Media literacy is the capacity of the inhabitant to access, investigate and to gain information for the specific object/issue. A media knowing person have a chance to decode, evaluate, analyze the information for both print and electronic media (Aufderheide, 1993).

Thoman (1999) reviewed in this article that media literacy is the capability of a individual to make personal verbal and visual meaningful messages which are taken from different medium like television, radio, computers, newspapers, magazines and advertising,

create content through print and electronic media. Basically, it's a skill to take decision that where to challenge or question the abilities, the capacity will be cognizant something like what's setting off ahead around us and not a chance to be sensitive or imprudent. According to International Encyclopedia (2001) media literacy is a concept which shows that the users are active not reactive ones: The media-literate person is skilled person or receiver who can create the ease, accepting sociopolitical perspective, and utilizing regulations and representational systems effectively to live as a dutifully resident of the society.

2. Media Literacy Education Concept:

Media literacy and media literacy education as a term is used in 20th century by Thoman and Jolls and research was all about that how to improve the media education system in educational centers, whereas Jenkins describes the skills that was used by the citizens in 21st century.

According to Oxstrand (2009) he defines media literacy education is the procedure which guides the society and individual to have the ability and skills to manage and to get information through different medium. It has more importance in present era because students can easily access to the different forms of media in their schools and as well at home. They have access in their homes and school both which is making their life easier. There is a requisite to develop new skills and capability that support users and consumers to grow. Media Literacy Centre in 2008 explains the role of media literacy in 21st century and its advancement in educational sector. It provides a support to access, examine, appraise and generate content in the different forms — print, electronic and digital media. It developed the understanding in the society; to show the responsibility of media, provide critical skills of investigation and clarity which is necessary for democratic citizens.

Johnson (2001) describes the central concepts of media literacy education; which is consisting of verbal communication, description, establishment, viewers, depiction, and creation.

Kotilainen and Granlund, (2010) give detailed explanation of term media literacy education which is used as the bridge-building components between traditions in school, spare time, and routine life and the development of the informative society. The expansion of media analysis and valuation competencies is often considered the center of attention of media literacy education (Ashley, 2012 & Hobbs, 2010).

Robinson (1996) give clarification about media literacy education which instructs the ways to evaluate the constructed regulations and rule of media cautiously and how it influence one's understanding of his or her world" (p. 1). The media have the influence on the viewers that how they speak, communicate, buy, vote, recognize others, and behave in the society. According to Wan (2006), he supposed in his research work that if the students use new media to get some benefits from it then they should know how to browse something creatively and critically, investigate, classify, choose, and create

communication outline that use the full variety of literacy tools which is easily accessible for them (p. 174).

Thoman and Jolls (2004) elaborate the term media literacy education; according to the scholars it's an outline and teaching different literacy terms which are required for accessing, functioning, and ethnic groups now-a-days. Furthermore, it provides the lifelong learning abilities which are the basic need of the citizen in this modern era. From past 20 years media literacy education has come forward to classify and support the importance of the teaching in the literacy perception. Media literacy education can have a significant responsibility in a university setting (Considine, 2004; Lipschultz & Hilt, 2007). In 2007, Drotner emphasizes that media literacy in the education concept needs to expand further than educational level or practical abilities towards the digital activities which enhance the students' abilities that adolescent are occupied in, texting, blogging, editing images and sound, circulating files through mobile phones, and gaming (as cited in Greenhow et al. 2009).

National Association of United States for Media Literacy Education, 2007 suppose that media literacy education involve active investigation and significant views about receiving messages it's a self-governing tool which works that how to gain information, thoughtful about them and involved different which are the important part of our democratic society. Media also work as a cultural and functional agent of socialization and it recognizes that media are a part of culture and insist the people to use their individual abilities, thinking and understanding to build their own opinion through different media messages (Pisanu, 2013).

3. Role of Media literacy in student's education:

According to the different research scholar the "critical media literacy" is a term which is used as the educational response that increase the concept of literacy which contain different varieties of communication studies, trendy culture, and advance innovative technologies. It is basically focused on the education of youth, and has been comparatively missing in mature education. As Merriam and Caffarella said in 1999 that media literacy is missing in adult education because it focused on implicit knowledge and non formal education, which is practice by the life experiences, whereas 1998 Bailey and Cervero stated the other ways of knowledge, giving instructions on the challenge power association, training for multiplicity and cultural significance and chase perception which is based on the knowledge gaining groups (Tisdell and Thompson, 2007).

Hobbs (2007) emphasizes on the importance of media literacy on the education sector according to his research work there are large experimental research facts which shows the participation of the in the different academic related media literacy programmed

in high school which can support understanding knowledge, writing, and print-media investigation skills. Moreover, students must be capable to be aware about the role of media and know that how media is sending, receiving, and understanding. The media is playing considerable role in students 'life. Media literacy educates the students in their academic session and help them to choice their occupation for individuality progress (Rogow&Scheibe, 2004). In 2010, Common Core State Standards Initiative identify the educational importance through media literacy, the student should know how touse and create media content which is entrenched which the different component of today's programs. The education teaches the student or build the ability among students to the ability to congregate, understand, appraise, produce information, and generate a elevated quantity and wide-ranging quality having print and non-print media content in old or new form, and it prepare the students for academy and personnel training and guide them to life in the technical civilization.

Media literacy in education perspective refers to refinement of the situation investigation associated with medium, viewers, information, and substitute media content that confront messages in leading communication (Kellner& Share, 2007) but according to King (2007) who disputed that the media messages and content edify the viewer or users about race and discrimination more than parents, students even schools also (as cited inGainer, 2010).Livingstone (2002) define that student should requisite new abilities at their job places, educational intuitions and even at houses, the society is conferring about the internet or media literacy concept even that is not marked yet in the daily routine activities.Trier in 2006 focused on the education of the student about the media literacy according the author he interpreted in his article that the educational curriculum promote or guide the students that; why the media content is produces and from which source the adolescent will cross examine the information. They can imitate the message though discrimination, prejudice and homophobia.The term media literacy describes by Freire's in 1970 that the "media" consist of Internet, advertise, television, cinema, CDs, music, etc. The media literacy gives the education or basically focuses on the different happening in the world and its stress upon the knowledge of surroundings.

Kellner and Share (2005)explains the different approaches to define or to understand media literacy in education system; investigate social media production in media culture and educate the students about the media depiction and communication, other than guide the students about the consequences and methods of media as the social involvement and perspicuity of media. Luke said in 1999 that different scholars and researcher define the role of media in education sector but there is one specific conjectural structure which define that media literacy is illustrated as the skill to reproduce the media content according to the gratification of the student which are originated from different

media messages or content and trendy society perform. It's all about to getting the knowledge that how to produce the content through different sources of information.

4.Role of Information and Communication Technology (ICTs) in media literacy

Tinnio (2002) explain in his dissertation about the role of technology, according to the author from last 50 years technology is inadequate source of the information. After the invention of computer and internet it makes the life easier for the users in access and evaluation the information and users can acquire information speedily. Additionally, the growth of accessing information is increased which escort the development in the production of new information, and this enforced the user to rethink about the concepts of learning; that which thing we should learn and how we can learn that. Livingstone(2003) defines information and communication technologies become innermost part of the modern society, it is fundamental to perceive, and manage the advancement of the abilities which are required to utilize them. Within academic and policy discourses, the idea of media education is being stretched out from its conventional attention on print and reliable media which include the web and other new media. Consequently, despite the fact that the idea of education there is boundless presumption with respect to new types of literacy – “computer literacy, internet literacy, cyber-literacy”, and so forth

“Digital and media literacy” both are used to describe the whole concept of understanding, affecting and social capabilities which consist of messages, techniques and technologies; its includes the ability of critical judgment and investigation, the skill of composing and creating messages, the ability to hold the indication and irreproachable thinking and should focus on the contribution through joint effort and cooperation. It can be possible through the advancement of the technology in media literacy (Hobbs, 2010). In Ofcom (2004) describe that what is media literacy and what is the role of information and communication technology in the society. There are the three fundamental principles and involvement of media literacy (1) social equality, contribution and dynamic residency; (2) the information market, competitiveness and preference; and (3) enduring knowledge, educational phrase and individual implementation. The uses of the communication technologies facilitate the users to enhanced understanding of the world and have opportunities to be connected with the latest happening around them.

The major change is occurring in the information and communication technology and its merging with the literacy; which is named as computer literacy and Internet literacy and its observe by the populace.This new type for literacy, it will be to be sure “new,” and more assuming that it is suitably marked “literacy,” which lies in the heart of a arrangement from claiming enthusiastic open deliberations meeting those academy, the approach community, and the general population (Livingstone, 2004). According to Castells, Lievrouw andLivingstonein 21st century (2002) the modify technology or the new detail

mechanical transformations are following: multimedia content or messages (different forms of content like text or audios and different illiteracies), hyper textuality (text that is display on any electronic device with the references) and furthermore both of the transformations occur at the same time (Newhagen&Rafaeli, 1996; Poster, 2001).

Beginning of 2013, the new media technologies or the setting of media has been changed significantly and noticeably. Even though there are named as ICTs or the digital technologies but they also known as new media technologies. As Alkalai and Soffer argued in an editorial column of the newspaper those digital technologies with includes social communication networking sites and other communication machinery which is playing significant role in the every aspect of the individual's life. The changes occur in the communication world also impacting on the cultural perform in learning perspective, working abilities and individual domain. The invention of new information and communication technologies developed media role and become dominant and important for individuals (Lin, Jen, Deng & Lee, 2013).

Hobbs and Frost (2003) stated that the circumstances in getting hold on media literacy in the reference of information and communication technology are different from the audiovisual media messages and they represent a particularly new and demanding part of the individual daily routine life. For awareness as exists emerges through the work environment, or relies upon relative benefit regarding household funds, making for exceptionally unequal dissemination of access and recognition over the populace. In addition, ability sheltered here is less an incremental than an at the same time involvement, frequently happening in a setting of vulnerability and numbness. Oxstrand (2009) conduct a survey in Swedish in 2007 and analysis the use of information technology in educational institute, and the basic objective to use these technologies to improve the learning skills of the children during the educational activities. For the promoting educational sector, the authorities give emphasis to media research which enhances the students' abilities and enthusiasm, improved independence and team work quality development. Basically the survey indicate the connection between the academic activities with information communication technologies. According to Department of Education (DfEs) conduct the school survey in 2003 with the reference of Livingstone and Bober British study proposed that 74% of kids and adolescent between the age of 9 till 19 used internet at home among them 3% used digital technologies or video games while authorized information show that UK school going children 99% use internet acquaintances (Smith, 2005).

Result and Conclusion

Media literacy is a known term after 21st century but the individual didn't know the really purpose and concept of this media term. The researcher tries to bring the basic concept related to media literacy and the development of ICTs in media literacy accessing. The articles included different scholar or researcher concept to define the basic concept of

media literacy and media literacy education; its impact on the student education. According to the researcher, media literacy is playing a vital role and its give awareness to the user that how to access the information through ICTs. The role of media literacy is to give awareness about the surrounding and guide the user to appraise the content and give opinion about the occurrence. A citizen of a society should know the real meaning of media education or media role in providing information. In the advent era, students use ICTs to access the information or any news then students should use the technologies for their betterment. Students get information through technology and use new media for the information. ICTs refer television, radio, internet or cell phones any source of communication which provide authentic information. Therefore, technologies make the life easier and more advance.

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