

मीडिया साक्षरता: कौशल और क्षमताएँ



यह सर्वव्यापी है

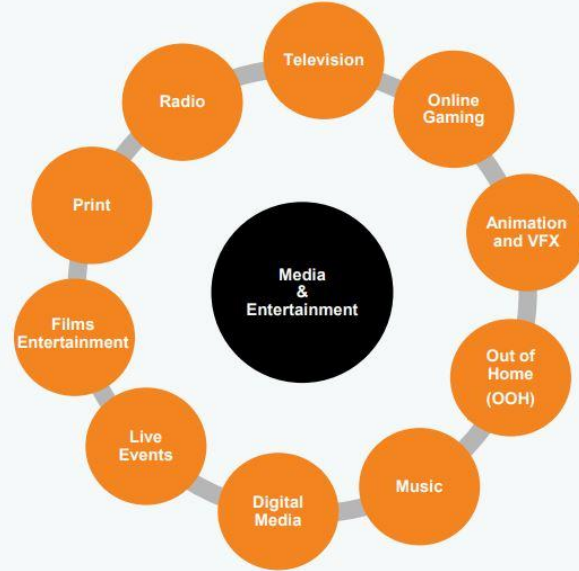


MEDIATED SOCIETIES REQUIRE MEDIA LITERATE CITIZENS



Mediated Society- वह समाज जहाँ मीडिया सामाजिक जीवन का केंद्रीय माध्यम बन गया है।

मीडिया और मनोरंजन क्षेत्र 2024



Note: VFX - Visual Effects
Source: : KPMG - FICCI Report, 2018., EY's Media and Entertainment report 2019

2,55,000 crore ((US\$ 30.8 billion))

मीडिया प्रभाव

Light Effects

Heavy Effects

Uses and Gratifications

Two-Step Model

Hypodermic Model

Agenda Setting

Cultivation Theory

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Make yourselves at home: Calais



Binge-drinkers ignore 'unrealistic'



End of cheap homes loans: Days of low



Rubbish! Mad bureaucracy. Petty



Tomatoes won't ripen in the fridge,



At least 20 people are killed and 100



Cilla £11M

Six-year-old boy who loved Spider-Man fell to his death from bedroom window after thinking he was 'invincible' like his hero

SHARE SELECTION



- Kevin Morais lost his grip and fell from the third floor into the back garden
- His mother found her 'naughty little boy' lying in a pool of blood

Site Web Enter your search

It's gone. [Undo](#)

What was wrong with this ad?

- Irrelevant
- Inappropriate
- Repetitive



BUZZLERS



9-year-old Damori Miles dies in jump off Brooklyn apartment, may have been imitating video game

BY MATTHEW LYSIAK, ALISON GENDAR / DAILY NEWS STAFF WRITERS / Friday, April 17, 2009, 10:55 AM

A A A

1

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A 9-year-old wrestling fan jumped off his [Brooklyn](#) apartment roof wearing a homemade parachute in a fatal imitation of his favorite video game character, friends said.

The broken body of Damori Miles was found on the ground outside the [Albany Houses](#) about 7 p.m. Tuesday.

Wrapped around his body was the string and plastic bag he used for the parachute, police sources said. The boy died at Interfaith Medical Center an hour later.

"It's terrible. The kids try to imitate what they see and they think they can fly," said family friend Sumore Murrel, 29.

EDITOR'S PICKS

Fla. woman took selfies as she had sex with pit bull: cops

A Florida woman admitted to taking selfies as she had sex with her pit...



Alleged pot-smoker may get the boot from Chelsea apartment

A Nickelodeon songwriter wants a judge to evict her alleged pot-smoking...



NYPD warns against wearing fanny packs

The NYPD is taking time off from its duty of protecting the city to offer...



Rookie NYPD officer



» TODAY'S PAPER » OTHER STATES

April 9, 2012

Between fact and fantasy

Class 1-10 GK Questions - Important Problems, Model Answers, Question Bank. Join Now for Free!

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ADVERSE EFFECT: Watching TV serial CID teenagers ended up committing a crime.

In a recent tragic incident in Pune (*The Hindu*, April 2) three teenagers who tried to imitate their favourite TV serial CID ended up kidnapping and murdering a friend. This brings back memories of several such incidents when crime and violence on TV and cinema had terrible real-life consequences. A teenager in Delhi who forged his own kidnapping was influenced by a Hindi film 'Khiladi'. In Amravati, two boys influenced by another Hindi film 'Divyashakti' kidnapped a girl and drew dirty pictures on her body.

A French youth died in an explosion after he tried to imitate the hero of an American TV serial by manufacturing a bomb using easily available ingredients. In a shocking incident in San Diego, a high school student killed his parents and sister after watching a crude TV fictionalisation of an



Star Sports Pro Kabaddi

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RELATED KEYWORDS: [Sudhir](#) | [Bollywood](#) | [Anand-Parbat](#) | [Akshay-Kumar](#)

Bollywood thriller inspired teen to kill two senior citizens

TNN | Jul 23, 2015, 01:28AM IST

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NEW DELHI: Last month, a 90-year-old man and his 64-year-old daughter-in-law were found murdered in their Patel Nagar (East) home. The incident shocked the capital, but nobody could guess that a Bollywood thriller starring Akshay Kumar had unwittingly inspired an 18-year-old to plot the murders. He had no bone to pick with his victims; he just needed money by all means to buy a fancy cellphone he coveted.

On Wednesday, the killer teen, Deepanshu (18), was arrested from a school near Anand Parbat. And he let out the ugly truth with blood-curdling details.

Deepanshu, the son of a domestic help, was an undergraduate student at a private college in Raebareli, UP. His friends over there came from well-to-do families and had a flamboyant lifestyle. Peer pressure got to Deepanshu.

Ads by Google

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Budget 1/2/3 BHK Houses in Delhi. Search From Over 1 Lac Listings!
indiahomes.com/Resale-Property

[Top SIP Investment plans](#)

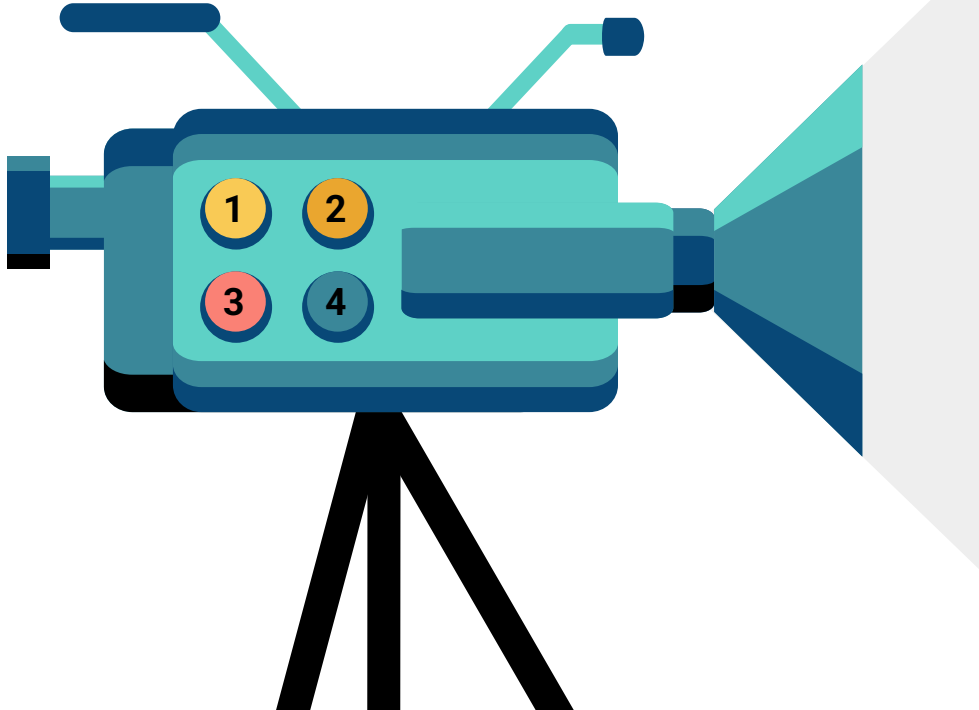
अरब स्प्रिंग







मीडिया साक्षरता



मीडिया और सूचना साक्षरता उन क्षमताओं का समूह है जो लोगों को मीडिया संदेशों के लाभ अधिकतम करने और हानियों को न्यूनतम करने में मदद करती हैं।

मीडिया साक्षरता क्या है



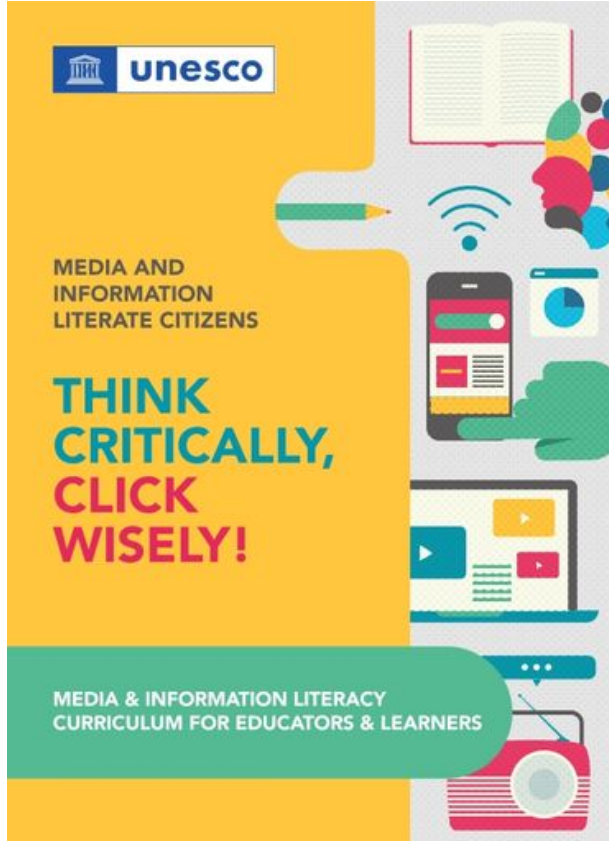
Media literacy is the ability to **ACCESS, ANALYZE, EVALUATE, CREATE,** and **ACT** using all forms of communication.

मीडिया साक्षरता वह क्षमता है जिसके माध्यम से व्यक्ति सही, सटीक जानकारी तक पहुँच सकता है, उसका विश्लेषण कर सकता है, मूल्यांकन कर सकता है, सृजन कर सकता है और आवश्यकता पड़ने पर उस पर कार्यवाही कर सकता है।

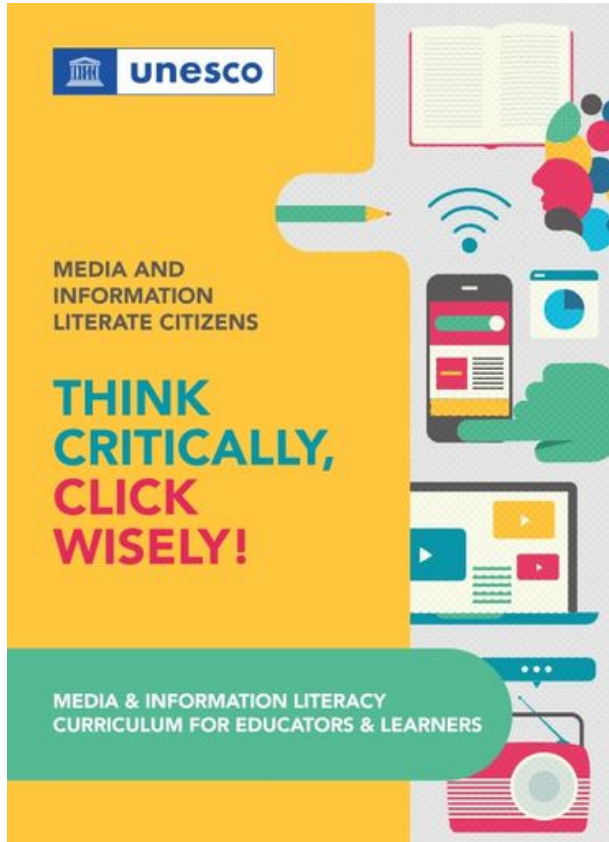
मीडिया साक्षरता के लाभ

यह शिक्षकों को इस बात का गहन ज्ञान प्रदान करती है कि वे जानकारी, मीडिया और डिजिटल तकनीकों के साथ आलोचनात्मक रूप से कैसे जुड़ें ताकि भविष्य के नागरिकों और शिक्षार्थियों को सशक्त बनाया जा सके।

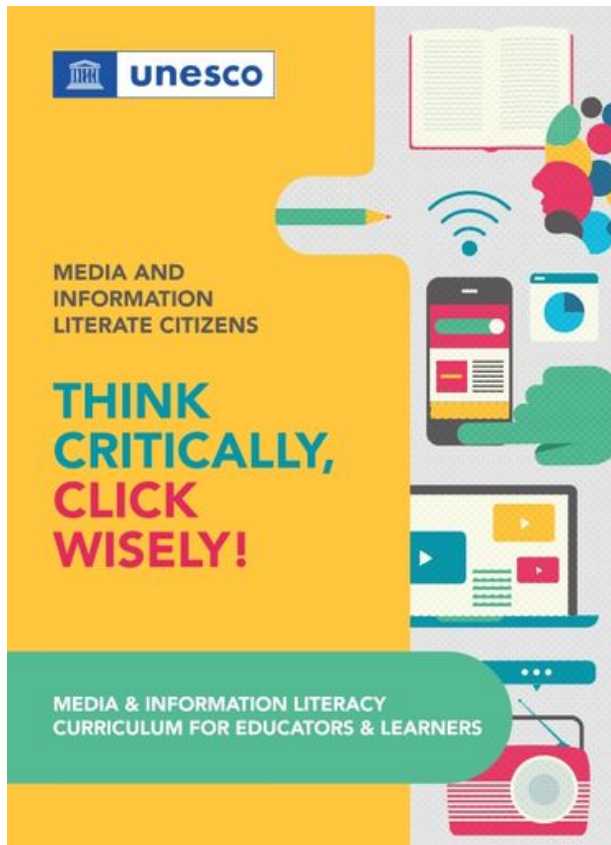
मीडिया और सूचना साक्षरता (MIL) के माध्यम से लोग स्वयं को सशक्त बना सकते हैं ताकि वे यह समझ सकें कि वे मीडिया और डिजिटल उपकरणों के माध्यम से कौन-से सकारात्मक कार्य कर सकते हैं, जिससे एक बेहतर इंटरनेट का निर्माण हो सके



मीडिया साक्षरता के लाभ



मीडिया और सूचना साक्षरता लोगों को पुस्तकालयों, अभिलेखागार, संग्रहालयों, मीडिया संस्थानों और डिजिटल संचार कंपनियों — के कार्यों के बारे में महत्वपूर्ण ज्ञान प्रदान करती है। यह उन परिस्थितियों की समझ विकसित करती है जो इन कार्यों को प्रभावी ढंग से करने के लिए आवश्यक होती हैं



गलत सूचना से बचाव

मिसइन्फॉर्मेशन और डिसइन्फॉर्मेशन को पहचानने और उनसे बचने में मदद करता है।

अन्य साक्षरताओं का आधार

स्वास्थ्य, विज्ञान, वित्तीय, सांस्कृतिक और वैश्विक नागरिकता शिक्षा में सहायक।

सामाजिक समानता को बढ़ावा

पूर्वाग्रहों, भेदभाव और असमानताओं को पहचान कर उन्हें चुनौती देने की क्षमता बढ़ाता है।



मीडिया संदेशों के पांच महत्वपूर्ण सिद्धांत



सभी मीडिया संदेश निर्मित होते हैं

"यह संदेश किसने बनाया?"



मीडिया संदेश एक रचनात्मक भाषा का उपयोग करते हैं

"ध्यान आकर्षित करने के लिए कौन-कौन सी तकनीकें इस्तेमाल हुईं?"



विभिन्न लोग एक ही संदेश को अलग-अलग समझते हैं

"लोग इसे मेरे से कैसे अलग समझ सकते हैं?"



मीडिया व्यवसाय होते हैं, लाभ कमाने के उद्देश्य से

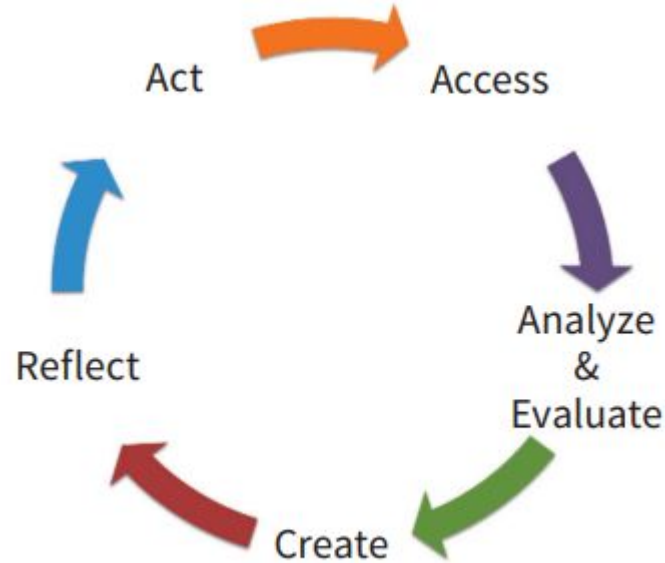
"यह संदेश क्यों भेजा जा रहा है?"



मीडिया में मूल्य और दृष्टिकोण छिपे होते हैं

"कौन से जीवनशैली, मूल्य और दृष्टिकोण इस संदेश में शामिल या छोड़े गए हैं?"

Media Literacy Competencies



जानकारी तक पहुँचना
(Access)

● विश्लेषण और मूल्यांकन
(Analyze & Evaluate)

● सृजन (Create)

● मनन (Reflect)

● कार्य (Act)

जाँच के लिए विश्वसनीय वेबसाइटें

- ❑ World Health Organization - <https://www.who.int/>
- ❑ Centers For Disease Control and Prevention (<https://www.cdc.gov/>)
- ❑ Food and Drug Administration
(<https://www.fda.gov/emergency-preparedness-and-response/mcm-issues/coronavirus-disease-2019-covid-19>)
- ❑ Ministry of Health and Family Welfare, New Delhi
(<https://www.mohfw.gov.in/>)
- ❑ Indian Council of Medical Research, New Delhi
<https://www.icmr.nic.in/>
- ❑ State Health Ministries and public health departments/hospitals

Master Boolean Queries



AND

Limits your results

nep AND science

OR

Expands your results

nep OR science

-/NOT

Excludes from results

```
nep -science
```

Parentheses

Lets you combine AND and OR searches

(Science or Maths) AND (cbse or ncert)

RESEARCHING AND MONITORING: BOOLEAN QUERIES



Always put AND and OR
in capital letters



Use me, my and I to find
eyewitness experiences



Use OR to expand your results
and AND to limit your results



Group similar keywords
in parentheses



Use quotation marks
to search for a phrase
(i.e., more than one word)



Check your work

Site searches help you search within domains

→ `site:facebook.com/pages mentalhealth and children`



site:facebook.com/pages mentalhealth AND children



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About 8,97,000 results (2.95 seconds)

<https://www.facebook.com> › category › Community ▼

Parents of Children with Mental Health Disorders Support ...

Parents of **Children** with **Mental Health** Disorders Support Group. 1301 likes · 20 talking about this. A community of educators, caregivers, family...

<https://www.facebook.com> › category › Community ▼

Child and Adolescent Mental Health - Home | Facebook

Child and Adolescent **Mental Health**. 857 likes. **Mental health** is a foundation of a healthy human life. It's covert nature makes it more significant to...

<https://www.facebook.com> › category › Community ▼

Child and Youth Mental Health: Speaking up for Children ...

Child and Youth **Mental Health**: Speaking up for **Children**, Youth, and Families. 34 likes. "There is no health without **mental health**" (World Health...

Quote searches help you search for specific language

→ `site:facebook.com/pages
"adolescent health"`



site:facebook.com/pages "adolescent health"



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Tools

About 20,400 results (0.44 seconds)

<https://www.facebook.com> › ... › Media/News Company ▾

Journal of Adolescent Health - Home | Facebook

Journal of **Adolescent Health**. 922 likes · 1 talking about this. JAH is a multidisciplinary scientific Journal, which seeks to publish new research...

People also ask

What are the adolescent health problems? ▾

What is adolescent health Programme? ▾

Why is adolescent health important? ▾

What is the leading cause of common adolescent health problems? ▾

Feedback

Quote searches help you search for specific language

→ `site:facebook.com/pages "adolescent health"`



site:facebook.com/pages "adolescent health"



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People also ask

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What is the leading cause of common adolescent health problems? ▾

Feedback



वेबसाइट सत्यापन की चेकलिस्ट

Check ownership - Is it disclosed and credible?

स्वामित्व की जाँच करें: क्या वेबसाइट का स्वामित्व स्पष्ट रूप से बताया गया है और क्या वह विश्वसनीय है?

Assess content - Is it ideology-driven? Are authors disclosed and credible?

सामग्री का मूल्यांकन करें: क्या सामग्री किसी विचारधारा से प्रेरित है? क्या लेखक का नाम और उसकी विश्वसनीयता स्पष्ट है?

Check history - when and where the site was registered **इतिहास की जाँच करें:** वेबसाइट कब और कहाँ पंजीकृत की गई थी?

Look for click-baits/too many advertisements

क्लिकबेट या अत्यधिक विज्ञापनों पर ध्यान दें: क्या साइट पर बहुत अधिक विज्ञापन या भ्रामक शीर्षक हैं?



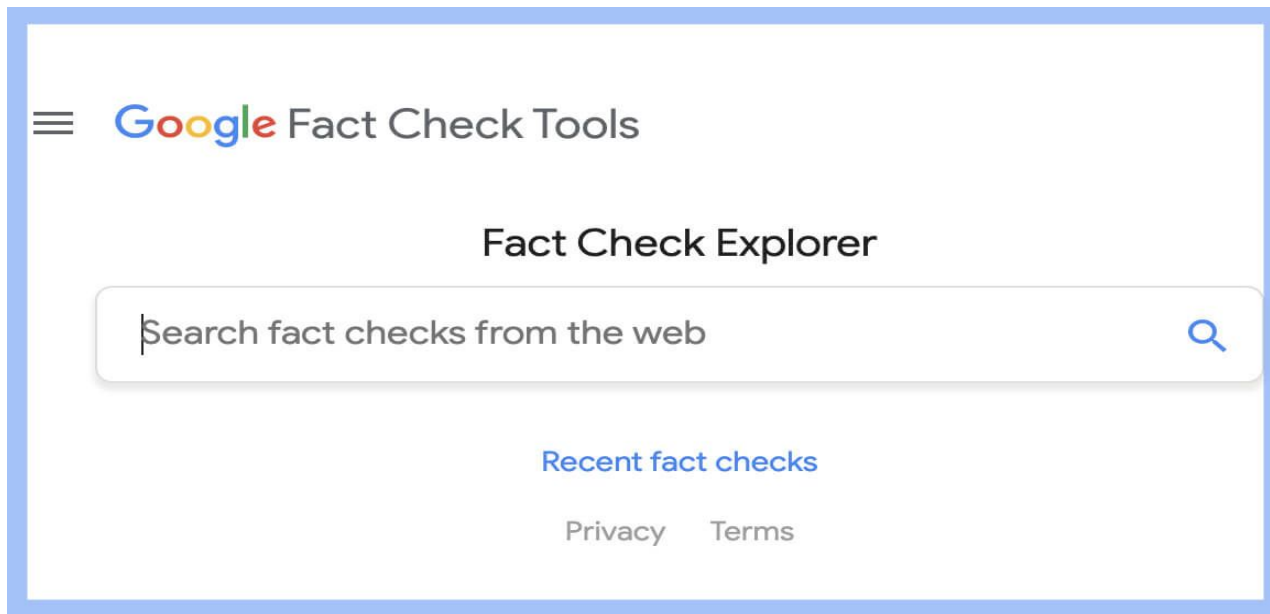
-
- **Who.is** डोमेन रजिस्ट्रार की संपर्क जानकारी प्रदान करता है,
 - लेकिन स्वामित्व संबंधी जानकारी वेबसाइट मालिक द्वारा छिपाई जा सकती है।

WayBackMachine

आप किसी निष्क्रिय (defunct) वेबसाइट या हटाए गए पृष्ठों को खोजना चाहते हैं, तो ये स्रोत बहुत उपयोगी होते हैं।

Archive.is हटाए गए सोशल मीडिया पोस्ट और खातों को खोजने के लिए अच्छा स्रोत है।

Wayback Machine पुरानी या हटाई गई वेब सामग्री को पुनः देखने के लिए उत्कृष्ट उपकरण है।



You can browse and search for fact checks about a name, a keyword.

<https://toolbox.google.com/factcheck/explorer>

Fact Check Explorer

Explorer

Markup Tool

APIs

Terrorism



English



Claim by Pro-Congress accounts on Twitter:

Terrorism casualties, incidents and ceasefire violation are more under NDA than UPA 2

BOOM rating: False

[Viral Graphic Showing UPA More Effective Than NDA At Fighting Terrorism Is False](#)

2 days ago

United Progressive Alliance

Terrorism

National Democratic Alliance

BOOM



Claim by ANI:

Pakistani army admitted to the deaths of 200 terrorists

Alt News rating: False

[Did Pak army admit 200 killed in Balakot? Indian media runs video without verification](#)

Asian News International

Pakistan

...

Report Issue

Terrorism



English

All Languages



Claim by Pro-Congress accounts on Twitter:

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2 days ago

United Progressive Alliance

Terrorism

National Democratic Alliance

BOOM



Claim by ANI:

Pakistani army admitted to the deaths of 200 terrorists

Alt News rating: False

[Did Pak army admit 200 killed in Balakot? Indian media runs video without verification](#)

Asian News International

Pakistan

Report Issue

Qs to ask when you see any 'news' :

- The Source: Is the source credible and authentic?
- The Content: Is the content believable or is it outlandish?
- Does the news quote authoritative sources?
- Is it a social media post that is compelling you to forward and share?
- Is the content inciting extreme emotions?

- स्रोत**: क्या यह स्रोत विश्वसनीय और प्रामाणिक है?
- सामग्री**: क्या यह सामग्री वास्तविक लगती है या अतिशयोक्तिपूर्ण है?
- क्या समाचार में आधिकारिक स्रोतों का उल्लेख किया गया है?
- क्या यह कोई सोशल मीडिया पोस्ट है जो आपको इसे आगे साझा करने के लिए प्रेरित कर रही है?
- क्या यह सामग्री भावनाएँ भड़का रही है?
👉 किसी भी संदिग्ध स्रोत से आई ऐसी खबर जो अविश्वसनीय लगे और आपको इसे साझा या आगे बढ़ाने के लिए प्रेरित करे, उसे **सत्यापन (Verification)** की आवश्यकता होती है।

- क्या आप बिना सत्यापन किए व्हाट्सएप संदेश आगे बढ़ा देते हैं?
- क्या आप नियमित रूप से ऐसे फेसबुक पोस्ट साझा करते हैं जो आपके विचारों से मेल खाते हैं?
- क्या आप बिना सोचे-समझे किसी भी ट्वीट को रीट्वीट कर देते हैं जो आपके निर्णय के अनुरूप लगता है?
- 👉 यदि आप उपरोक्त में से कोई भी कार्य करते हैं, तो **रुक जाइए (STOP)**।
आप संभवतः **भ्रामक सूचना (Misinformation)** के प्रसार में योगदान दे रहे हैं।

कार्य

<https://www.simplilearn.com/what-is-media-and-infor...>

What is Media and Information Literacy? (All You Need to Know)

4 days ago — Information literacy is more related to library science, while media literacy relates more to media content, industry, and social effects. In ...

What Is Media Literacy? - What Is Information Literacy?

Scholarly articles for **media and information literacy**

... and the literacies: **Media literacy, information literacy, ...** - Koltay - Cited by 984

... the integration of **media and information literacy** - Leaning - Cited by 112

Media and information literacy curriculum for teachers - Wilson - Cited by 509

<https://www.coe.int/...> Digital Citizenship Education

Media and Information Literacy - Le Conseil de l'Europe

Media and information literacy provides the backbone to understanding media and the role of media in our society. MIL also provides some of the essential skills ...

<https://nu.kz.libguides.com/MIL>

Media and Information Literacy: Introduction

01-Jul-2022 — Becoming media and information literate individuals will test our patience on how we deal with information and misinformation. It includes a ...

<https://www.knowledgehut.com/Blog/Learning>

Media and Information Literacy: Need, Importance, Example

24-Jan-2023 — Media literacy is a broad range of skills that enable individuals to consume, analyze, modify, and even create many media types. In essence, ...

Information and media literacy

About this result

Beta



Source

The Council of Europe is an international organisation founded in the wake of World War II to uphold human rights, democracy and the rule of law in Europe. Founded in 1949, it has 46 member states, with a population of approximately 675 million; it operates with an annual budget of approximately 500 million euros. Wikipedia

· <https://www.coe.int/en/web/digital-citizenship-education/media-and-information-literacy>

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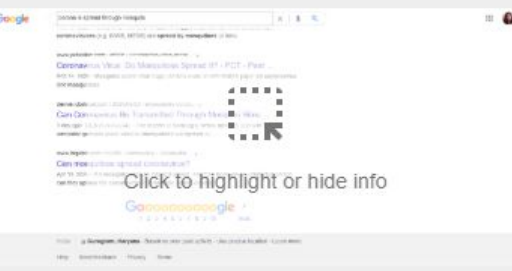


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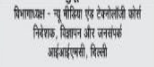
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शिकायत कैसे करें

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- ▶ खंड 2 में आपको अपनी शिकायत/शिकायतों के विवरण देने हैं। इनमें एनबीएसए के नियमन/दिशानिर्देश की उस धारा का भी जिक्र करें जिसका प्रसारक ने आपकी राय के अनुसार उल्लंघन किया है।

आप इस फार्म को अवश्य पूरा भरें। अगर जरूरी लगे तो आपके तथा संबंधित प्रसारक के बीच हुए सभी पत्राचार की प्रतियां संलग्न करें।

एनबीएसए ने शिकायत निवारण प्रक्रिया करने के लिए दर्शकों के लिए एक गाइड तैयार किया है। इसमें प्रसारकों और एनबीएसए के द्वारा आपकी शिकायत (शिकायतों) का निवारण करने का विवरण दिया गया है। इसलिए कोई शिकायत करने या इस फार्म को पूरा करने से पहले आपको इस दस्तावेज को पढ़ने की सलाह दी जाती है। यह दस्तावेज एनबीए की वेबसाइट www.nbanewdelhi.com पर उपलब्ध है।

यदि आपको अपनी शिकायत करने या इस फार्म को भरने के लिए किसी मदद या सलाह की आवश्यकता हो, तो आप कृपया इस फार्म में उपलब्ध कराये गये टेलीफोन नंबर या ई-मेल authority@nbanewdelhi.com पर एनबीएसए से संपर्क करें।

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विद्यार्थियों को मीडिया के विभिन्न पहलुओं को समझने के लिए स्कूलों में मीडिया क्लब स्थापित करना।



मीडिया साक्षरता को पाठ्यक्रम में शामिल करना

कक्षा 7 से 9 तक मीडिया साक्षरता को पाठ्यक्रम का हिस्सा बनाना।



मीडिया अध्ययन विषय का शिक्षण

कक्षा 11 और 12 में मीडिया अध्ययन को एक विषय के रूप में पढ़ाना।



शिक्षकों और अभिभावकों के लिए कार्यशालाएँ

शिक्षकों और अभिभावकों के लिए कार्यशालाएँ आयोजित करना ताकि वे मीडिया साक्षरता को बेहतर समझ सकें।



विद्यार्थियों को मीडिया साक्षरता के राजदूत बनाना

विद्यार्थियों को मीडिया साक्षरता के राजदूत बनाना, जो अपने समुदाय में जागरूकता फैलाएँ।

धन्यवाद

प्रोफेसर अनुभूति यादव

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