



## Teaching-Learning in Media Literacy



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# **MIL in Teaching and Learning**

**Teaching about  
Media**

**Teaching  
through Media**

# Media and Society

Communication has always been central to human existence

The societies in which we live today are driven by information and knowledge

Media systems determine much of what we learn about ourselves and the world around us.

Media and other information providers are central to democracy, cultural dialogue and good governance,

# Media and Society

Media systems often suffer from controls and limitations placed on them

Mass media and other information providers are often commercialised

Contribute to stereotypes, discrimination, misinformation, and exclusion of certain social groups and opinions from public debate

If the media are to support democracy, citizens need to understand how to use them critically



# Time spent with media

- “Young people today live media-saturated lives, spending an average of nearly 6 ½ hours a day with media.”
- TV and music are the most prevalent
- Computers and video games second
- Reading (books, magazines, newspapers) third
- Compared to:
  - 2 ¼ hours spending time with parents
  - 1 ½ hours being physically active
  - Less than an hour doing homework



# Access to Media

- Today's adolescents have "unprecedented amount of media in their homes, their bedrooms, and through portable media devices."
- Increased access equals increased usage.



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Dark Mode

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- Business
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# Against rules, 37.8% 10-year-olds have Facebook accounts, 24.3% on Instagram: NCPNR study

NCPNR found that about 37.8 per cent of children aged 10 years have Facebook accounts, while 24.3 per cent in the same age group are on Instagram, which is seemingly in contravention to the guidelines laid down by the social media platforms.

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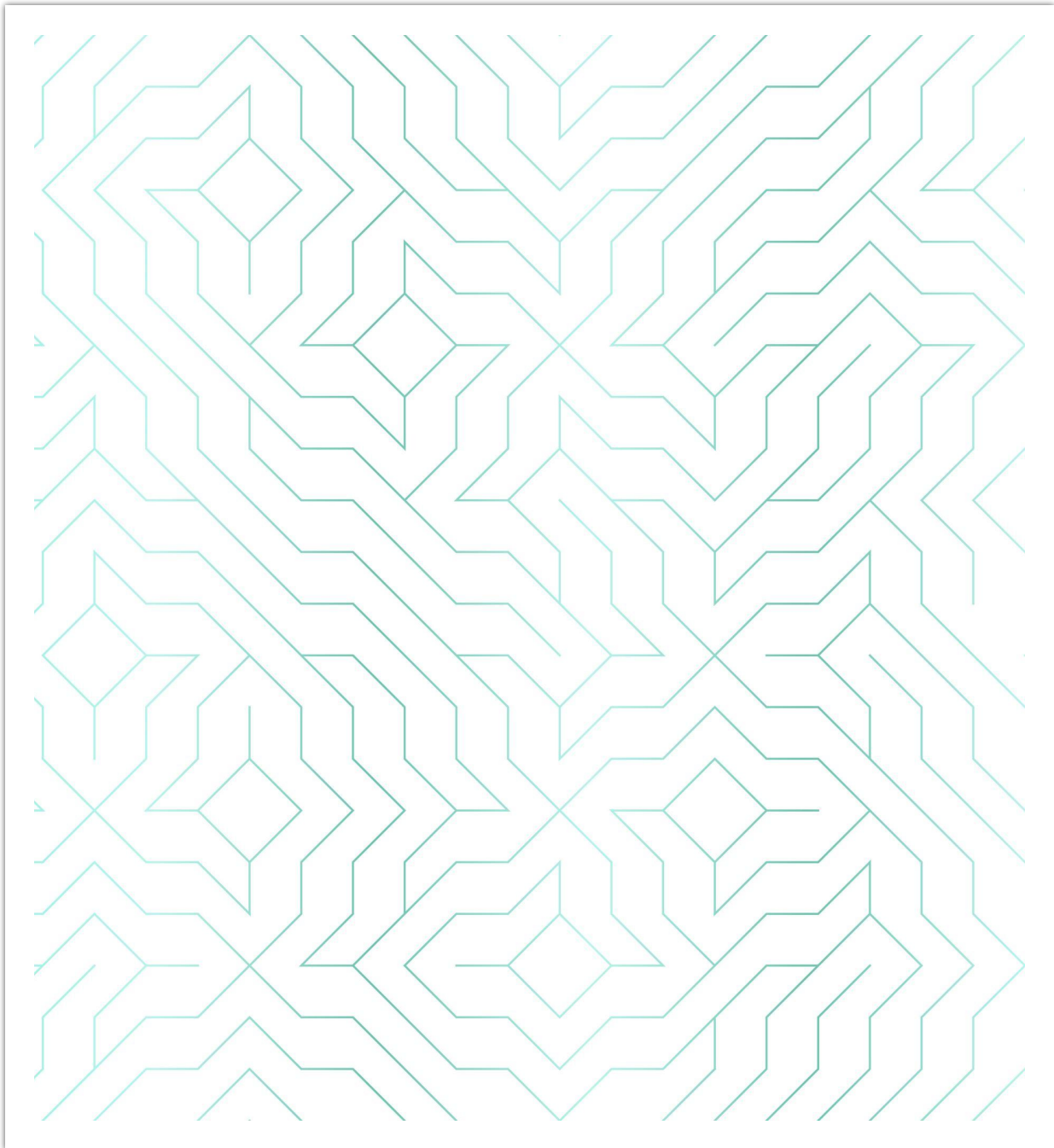
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# Relevance of MIL

- The role of Media and Information Literacy becomes a life-support kind of skills in the contemporary social scenario.
- With reduced and/or lack of ethical values and responsibilities to social order and User Generated Content generators, the whole media ecology intends to create havoc in certain quarters.

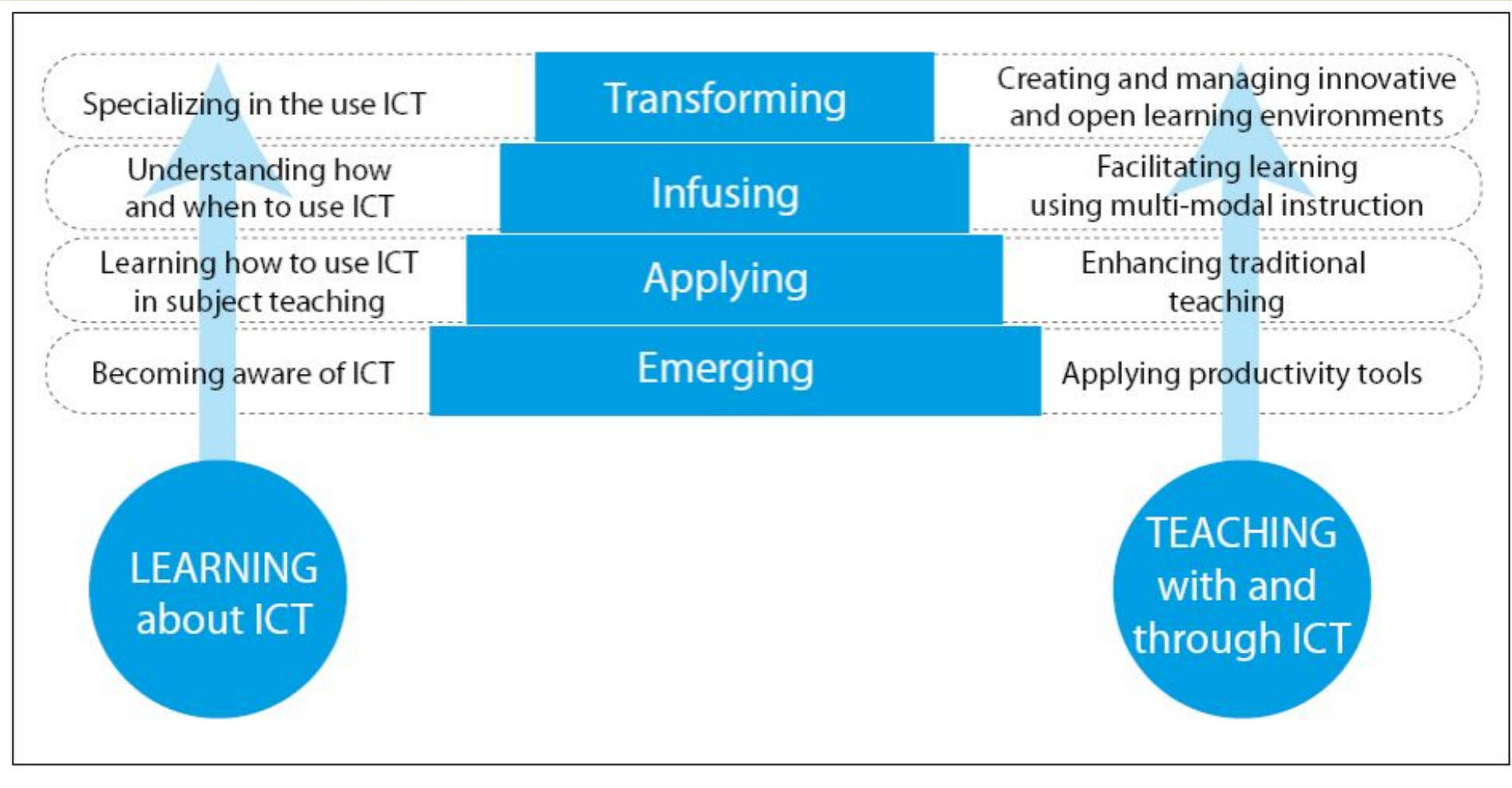
# Relevance of MIL

- Two levels of strategies while accessing, handling, understanding, utilising and participating in media and information systems -
  - a] to be **fully aware** about the institutionalised media and information providers intention, motive, agenda, frames and factors while packaging their delivery;
  - b] to tackle onslaught of organised and viral campaigns to spread misinformation and disinformation

# Relevance of MIL

- Special emphasis and high priority needs to be given to MIL training/interventions for marginalised, disadvantages, people with special needs and indigenous people.
- An uneven pattern of MIL training and interventions across the global scenario -
  - 1] advanced level of training standards in certain number of countries (particularly in countries from Europe, North America, and Australia);
  - 2] countries with MIL policies in an unstructured format and unclear implementations (possibly in emerging economies), and
  - 3] countries lacks MIL polities altogether. Global standards of MIL curricula should address these inequalities and gaps of MIL training and interventions in existing strategies.

# Media Literacy and Education



# The use of media in instruction brings about changes in teacher roles


**Table 1.1:** The use of ICT in instruction brings about changes in teacher roles

Changes in Teacher Roles		
A shift from		to
knowledge transmitter; primary source of information teacher controlling and directing all aspects of learning		learning facilitator, collaborator, coach, knowledge navigator and co-learner teacher giving students more options and responsibilities for their own learning

**Source:** Adapted from Resta and Patru (2010).

# The use of media brings about changes in student roles

**Table 1.2:** The use of ICT brings about changes in student roles

Changes in Student Roles		
A shift from		to
passive recipient of information		active participant in the learning process
reproducing knowledge		producing knowledge
learning as a solitary activity		learning collaboratively with others

**Source:** Adapted from Resta and Patru (2010).





# Digital Literacy and Education

- According to a news report, “India’s population is among the youngest in an ageing world. The median age in India will be 28 years; in comparison, it will be 37 in China and the United States, 45 in western Europe, and 49 in Japan.”
- With the young population, India has the potential to reap the growth benefits, provided the majority of these young populations have enough skills and competencies.
- In order to educate the masses, “more education to more people in less time” approach would be more suited.
- That can be realised with the support of Information and Communication Technology, more specifically towards achieving the aforementioned SDG indicator 4.4.1 by 2030.



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# Watch Word – Digital Literacy

## **Its importance for educators:**

- Enhances student engagement
- Improves academic performance
- Creates more opportunities for collaboration
- Prepares learners for job market
- Applies to most disciplines and subject areas.



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# Watch Word – Digital Literacy

## **Its importance for learners:**

- Online resources make tasks simpler.
- Effective content searches
- Helps in proper citations.
- Respect for others' opinions and ideas.





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# Media Literacy for Effective Teaching-Learning

- Media can be a component of active learning strategies
- The use of media to enhance teaching and learning complements traditional approaches to learning
- Using media **engages students, aids student retention of knowledge, motivates interest** in the subject matter, and **illustrates the relevance** of many concepts



# Fundamentals of Media and Information Literacy

- Media literacy is essential because it helps people understand the messages that are being communicated to them.
- With so many sources of information today, media literacy can help people identify reliable sources and filter through the noise to get at the truth.





# Fundamentals of Media and Information Literacy

- Understanding media may help you do better at school or work.
- Media literacy can also help people decide what they want to learn more about to fill in the gaps in knowledge the traditional media may have left out.





# Fundamentals of Media and Information Literacy

- Media literacy will continue to play a key role in creating a new generation that can retain critical thinking skills in the midst of a media explosion.
- It's an area where teachers who learn about media literacy can have a profound impact.



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# Media Literacy for Effective Teaching-Learning

- Media should be used judiciously in the learning process
- There are a number of important considerations for teachers before they integrate media
- One such requirement is the need of media literate students





# Media Literacy – Target Student Profile

- Access to a broad range of tools with flexible tech skills to seek out and adapt to more
- Habitual critical analysis of media texts in any form
- Media production skills grounded in writing fundamentals
- Knowledge gathering and curation skills
- Ability to problem-solve and seek help and take action leveraging media resources
- Responsible, self-aware, self-expression and interaction with others expanded by media resources



# Using Media to Enhance Teaching and Learning

- Media can be used in direct instruction, active learning teaching strategies and student projects.
- Existing media resources can be used within **lectures** to stimulate interest in and develop knowledge of the material being taught. This traditional approach is teacher-centric, and information is pushed to the learner. Media allows the instructor to facilitate the transfer of expert knowledge to novice learners.
- Instructors can also create their own media to effectively and efficiently convey knowledge.
- Existing media resources can also be used to engage students and facilitate **active learning** strategies which promote deeper learning.
- **Student-created media** involves a high degree of engagement; promotes individual learning, social interaction and immersion; and is highly customizable and collaborative.



# The Advantages of Using Media

- Many media sources (feature films, music videos, visualizations, news stories) have very high production quality capable of **showcasing complex ideas** in a short period of time. This helps develop quantitative reasoning.
- Media offers both cognitive and affective experiences. It can **provoke discussion, an assessment of one's values, and an assessment of self** if the scenes have strong emotional content.
- The use of media sources help **connect learners with events that are culturally relevant**. As a result, a positive consequence of utilizing media is that instructors must keep their materials and examples up-to-date.
- News stories can be used to **connect theories taught in the classroom with real world events and policies**.





# The Advantages of Media for Students

- Popular media (films, music, YouTube) are a familiar medium to students that helps gain attention and **maintain student interest** in the theories and concepts under discussion. Students can see the theories and concepts in action. In more than a figurative sense, theories and concepts leap from the screen.
- Students can **hone their analytical skills** by analysing media using the theories and concepts they are studying.
- The use of media in the classroom **enables students to see concepts and new examples** when they are watching television, listening to music, or are at the movies with friends.
- Students can **experience worlds beyond their own**, especially if the media is sharply different from their local environment.





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# Pedagogy of Media Literacy

- **Problem Based Learning**
- **Collaborative Learning**
- **Issue-based Enquiry**
- **Scientific Enquiry**
- **Case Study**
- **Textual Analysis**
- **Contextual Analysis**
- **Translation**
- **Simulations**
- **Production**



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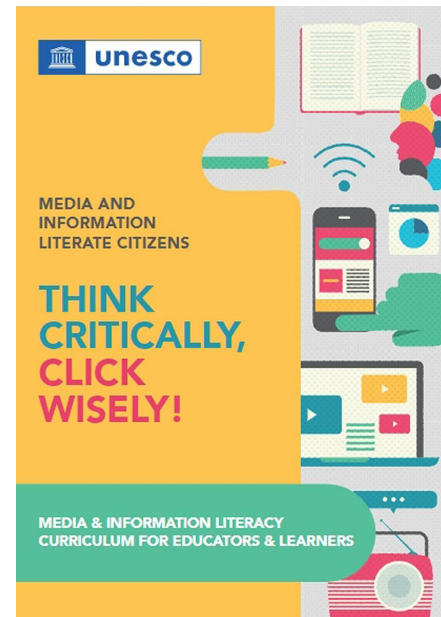
# Way forward

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- Media and Information Literacy course needs to be introduced at the school and college level
- Prior to that, teachers and college faculty need to be trained on the subjects of Media and Information Literacy.
- Media and Information Literacy training can be facilitated through life-long learning mode, that will help both the students and faculty members.

# SWAYAM MOOC ON MEDIA AND INFORMATION LITERACY FOR TEACHERS

The screenshot shows the Swayam MOOC interface. At the top, there's a navigation bar with the Swayam logo and a 'SIGN IN / REGISTER' button. Below that, the course title 'Media and Information Literacy for Teachers' is displayed, along with the instructor's name 'By Prof. K.S. Anil Sekhan' and the institution 'Indira Gandhi National Open University, New Delhi'. A 'Join' button and the text 'Learners enrolled: 45' are visible. A video player shows a thumbnail of a man speaking, with a 'Watch on YouTube' link. To the right, a 'Summary' section lists course details: 'Course Status: Upcoming', 'Course Type: Core', 'Duration: 16 weeks', 'Start Date: 07 Feb 2023', 'End Date: 07 Feb 2023', 'Exam Date: -', 'Category: - Multidisciplinary', 'Credit Points: 4', and 'Level: Undergraduate/Postgraduate'.



THANK YOU

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