



Media & Information Literacy



SKILLS & COMPETENCIES



MEDIATED SOCIETIES REQUIRE
MEDIA LITERATE CITIZENS





AUDIENCES

Vulnerable and Passive

Powerful and Capable

AUDIENCES

VULNERABLE AND PASSIVE

Inoculating consumers against bad media messages/images or protecting them from harmful media content

POWERFUL AND CAPABLE

Empower them through giving them knowledge about the media system and critical thinking



HISTORICAL PERSPECTIVE

- It all started with a premise that audiences are vulnerable and passive
- Questions were raised in Educational Research and in Grass root Movements
- Teachers formed movement in number of countries (1960-1990)
- Up to 1980s interest in Media Literacy was concentrated in few countries: Canada , USA, UK, France and Australia
- For long it was left aside by the governments, institutions, technology firms etc
- With the advancement in technologies and societal changes media literacy became matter of public Policy
- Media Literacy became a global concern in wake of rising cases of misinformation and disinformation across the world.
- NEP

What is Media and Information Literacy



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

“Five Concepts” in Media Literacy

1. All media messages are ‘constructed’

Who created this message?

2. Media messages are constructed using a creative language with its own rules.

What creative techniques are used to attract my attention?

3. Different people experience the same media message differently.

How might different people understand this message differently from me?

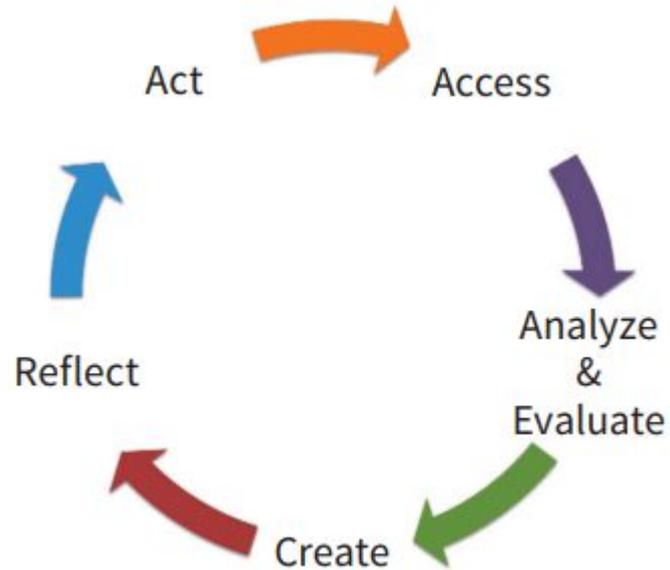
4. Media are primarily businesses driven by a profit motive.

Why is this message being sent?

5. Media have embedded values and points of view.

What lifestyles, values and points of view are represented in, or omitted from, this message?

Media Literacy Competencies





Coronavirus Outbreak has generated tsunami of information. Its is important to sift fact from fiction

DG, WHO

We're not just
fighting an
epidemic;
we're fighting
an infodemic



MYTHBUSTERS

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/myth-busters>

While several drug trials are ongoing, there is currently no proof that hydroxychloroquine or any other drug can cure or prevent COVID-19.

The misuse of hydroxychloroquine can cause serious side effects and illness and even lead to death.

WHO is coordinating efforts to develop and evaluate medicines to treat COVID-19.

FACT:
There are currently no drugs licensed for the treatment or prevention of COVID-19

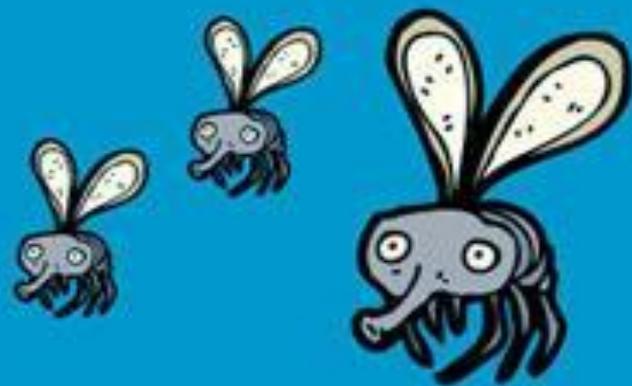


To date there has been no information nor evidence to suggest that the new coronavirus could be transmitted by mosquitoes.

The new coronavirus is a respiratory virus which spreads primarily through droplets generated when an infected person coughs or sneezes, or through droplets of saliva or discharge from the nose.

To protect yourself, clean your hands frequently with an alcohol-based hand rub or wash them with soap and water. Also, avoid close contact with anyone who is coughing and sneezing.

FACT:
The new coronavirus
CANNOT
be transmitted through
mosquito bites



World Health
Organization

#Coronavirus

#COVID19

Hot peppers in your food, though very tasty, cannot prevent or cure COVID-19.

The best way to protect yourself against the new coronavirus is to keep at least 1 metre away from others and to wash your hands frequently and thoroughly.

It is also beneficial for your general health to maintain a balanced diet, stay well hydrated, exercise regularly and sleep well.



#Coronavirus

#COVID19

FACT
Adding pepper to your soup or other meals **DOES NOT** prevent or cure COVID-19



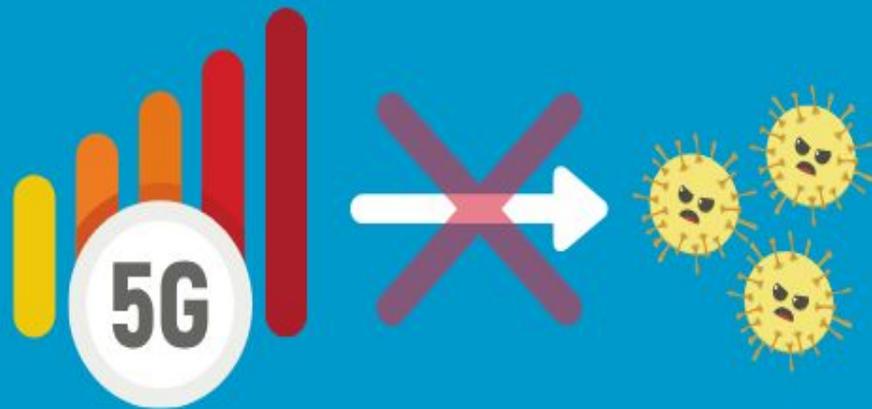
Viruses cannot travel on radio waves/mobile networks.

COVID-19 is spreading in many countries that do not have 5G mobile networks.

COVID-19 is spread through respiratory droplets when an infected person coughs, sneezes or speaks.

People can also be infected by touching a contaminated surface and then their eyes, mouth or nose.

FACT:
5G mobile networks
DO NOT spread COVID-19



Frequent or
excessive alcohol
consumption can
increase your risk
of health problems.

FACT:

Drinking alcohol
DOES NOT protect you
against COVID-19 and
can be dangerous



World Health
Organization

#Coronavirus

#COVID19

Countering
misinformation on
Govt.
policies/schemes.



CORONAVIRUS

&

FAKE NEWS

Let's **stop** the spread of both

Just send a snapshot/URL of dubious material to



+91 8799711259



pibfactcheck@gmail.com

Only for WhatsApp messages | No Calls Please

We will check it & bust the #FakeNews

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No! Government of India has **NOT** started any such scheme.

A Pilot Project Started by Government of India

Rashtriya Sikhshit Berojgar Yojna

Under this scheme Applicants will be given a relief package of Rs 50000/- payment for all Ration card holders.

- Scheme for affected people including senior citizens of India, widows, farmers, daily laborers, unemployed and all Ration card holders.
- This scheme is available only for the first 40,000 applicants on first come first served
- A relief package of 50,000 / - will be given as on-line payment.



Register now: www.rsby.org

 @PIBFactCheck **#PIBFactCheck**  8799711259

EMAIL GOVT. OF INDIA RELATED FAKE NEWS TO pibfactcheck@gmail.com

केंद्र सरकार द्वारा ऐसे किसी प्रस्ताव पर विचार नहीं किया जा रहा है

केंद्रीय कर्मचारियों को सुबह 9 से शाम 7 बजे तक करना

शनिवार की छुट्टी भी खत्म होगी

नई दिल्ली। मोदी की सरकार में केंद्रीय कर्मचारियों को सुबह 9 से शाम 7 बजे तक काम करना पड़ेगा। शनिवार की छुट्टी भी खत्म हो जाएगी साथ ही काम के घंटे भी बढ़ सकते हैं। केंद्र सरकार ने काम की गति बढ़ाने और वक्त पर पूरा करने के उद्देश्य से मंत्रालयों और विभागों में काम करने के मौजूदा सिस्टम को पूरी तरह बदलने की पहल की है। सूत्रों के अनुसार, डिपार्टमेंट ऑफ पर्सनल एंड ट्रेनिंग को इसके लिए कैबिनेट नोट तैयार करने को कहा गया है। ... शोष पेज-8

- इस प्रस्ताव पर विचार
- ▶ शनिवार को छुट्टी और कर्मियों को काम मिले। शनिवार को सभी मंत्रालयों का कामकाज विभाग खुले रहें।
 - ▶ सुबह 9 बजे से लेकर शाम 7 बजे तक चलता रहे।
 - ▶ जब तक आदेश नहीं होता, तब तक सभी सचिवों को मौखिक निर्देश से शनिवार को ऑफिस आना होगा।
 - ▶ ऑफिस का कामकाज सुबह 8 बजे से शाम 4 बजे तक हो।
 - ▶ ऑफिस 8 से 6 हो और लंच दो घंटे का हो, जिसमें

यह जाँचने के लिए कि क्या कोई केंद्रीय सरकार से संबंधित नीति / योजना, तथ्य है या नहीं

हमें संपर्क करें  @PIBFactCheck  8799711259  /PIBFactCheck  pibfactcheck@gmail.com



Government has **NO** scholarship scheme for students to study at home digitally



REGISTRATION FORM
HOME TUITION WITH
SCHOLARSHIP
docs.google.com

Central Government scheme of Rs 4000/- Scholarship for English Medium students to study at Home Digitally. Students from class 5th to 12th can apply. No cast barrier. Students can apply through mobile upto 2020 May 25th

URL: https://docs.google.com/forms/d/e/1FAIpQLSdnUq202nfFSrVO55nx77ozUkfo71-lmethSGHxEIkcJgJE_Q/viewform 6:03 pm ✓✓



@PIBFactCheck

#PIBFactCheck

8799711259

EMAIL GOVT. OF INDIA RELATED FAKE NEWS TO pibfactcheck@gmail.com

No such move has been planned by Centre

Edition: Bureaucracy | All Orders | CCS Forms | CCS Rules | Income Tax | Links | Download Our App | Union Secretary List | Chief Secretary List | Sunday 26 April, 2020

HEADLINES AIIMS Nurses U

Appointment Corruption General Health Promotion Jobs Retirement RTI Salaries Seventh P Commission Suspension Transfer

Home All Orders CCS Forms CCS Rules Income Tax Links Download Our App Union Secretary List Chief Secretary List

Published On: Sat, Apr 25th, 2020

Retirement | By Dr. Ch. Charu

Centre Likely To Reduce Retirement Age To 50 In Coronavirus Crisis



Navigating the COVID-19 Infodemic

In the current health emergency, you need:

- Authoritative and correct information on the virus
- Scientific ways to keep yourself safe
- Knowledge about preventive measures
- Information about medical remedies available
- Awareness about how to deal with medical emergency

Most Important

- **You need to know how to identify fake news and stay away from it**

Websites for cross-checking

- ❑ 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

Trusted sources you can use to verify:



- WHO Whatsapp number that you can access and get information on everything regarding this pandemic **+41798931892**
- You can also visit <https://www.who.int> on your mobile and access this service through the link given there
- Government of India has also launched a MyGov Corona Helpdesk on Whatsapp. You can access this service on Whatsapp on this number: **+91 9013151515**

RESEARCHING AND MONITORING: BOOLEAN QUERIES



Always put AND and OR
in capital letters



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



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



Use me, my and I to find
eyewitness experiences



Group similar keywords
in parentheses



Check your work

OPERATOR	EXAMPLE	WHAT IT DOES
Related:	<code>related:naturalnews.com</code>	Find sites related to a given domain
Link	<code>link:youtube.com</code>	Find results that link to that page
Site:	<code>"Hate crimes" site: gov.uk</code>	Searches for any instance of
Intext:	<code>intext:immigration</code>	Find results showing up on a webpage in many areas, such as the title, or the page, or in the URL
...	<code>"Environmental disasters" 1995...2020</code>	Finds environmental disasters that occurred between 1995 and 2020
cache:	<code>cache:firstdraftnews.org</code>	Get a cached version of the website.
filetype:	<code>filetype:csv site:.gov</code>	Looks for csv files across US government websites
intitle:	<code>Intitle:"hong kong protests"</code>	Finds results with hong kong protests in the title
—	<code>-site:nytimes.com</code>	Excludes any content with the domain nytimes.com from your results.
inurl:	<code>inurl:disinformation</code>	Finds pages with disinformation in the URL

Qs to ask when you see any 'news' about COVID-19:

- 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?

Any news from a questionable source, that is unbelievable, and compels you to share and forward further, need **verification**

AUTHORS & AUDIENCES	SAMPLE QUESTIONS	
	AUTHORSHIP	Who made this?
	PURPOSES	Why was this made? What does this want me to do? Who is the target audience? Who are they talking to? <i>or</i> Who is this for?
	ECONOMICS	Who paid for this?
	EFFECTS	Who might benefit from this message? Who might be harmed by it? Is this message good for me or people like me? What does the storyteller want me to remember?
	RESPONSES	What actions might I take in response to this message? How might I participate productively? How does this make me feel and how do my emotions influence my interpretation of this?

**MESSAGES &
MEANINGS**

CONTENT

What does this want me to think (or think about)?

What would someone learn from this?

What does this tell me about [insert topic]?

What ideas, values, information, or points of view are overt? Implied?

What is left out that might be important to know?

TECHNIQUES

What techniques are used and why?

How do the techniques communicate the message?

INTERPRETATIONS

How might different people understand this message differently?

What is my interpretation and what do I learn about myself from my reaction or interpretation?

REPRESENTATIONS &
REALITY

CONTEXT

When was this made?

Where or how was it shared with the public?

CREDIBILITY

Is this fact, opinion, or something else?

How credible is this (and how do you know)?

What are the sources of the information, ideas, or assertions?

Can I trust this source to tell me the truth about this topic?

AM I?

- Compulsively forward Whatsapp posts without verifying?
- Regularly share sensitive Facebook posts that suit your line of thinking?
- Mindlessly retweet anything that suits your judgment?

If you do any of the above, then **STOP**. You are, most probably, contributing to the **Misinformation Menace**.

ACT

Identifying **Fake News** in the midst of
information explosion

IFCN Fact Checking Organizations on WhatsApp

WhatsApp cares deeply about the safety of our users and we continue to focus on preventing misinformation. If the information you receive sounds suspicious or inaccurate, we encourage you to double-check information with these [IFCN Fact Checking Organizations](#) or via the IFCN Fact Checking chatbot, at [+1 \(727\) 2912606](#).

Country/Region	Organization	WhatsApp Number
Albania	Faktoje	+355672056944
Argentina	Chequeado	+54 9 11 3679 0690
Brazil	AFP Checamos	+55 21982 172344
Brazil	Aos Fatos	+55 21 99956-5882
Brazil	Estadao	+55 11 99263-7900
Colombia	La Silla Vacía	+57 318 3545245
Colombia	ColombiaCheck	+57 322 8523557

Guinea	FLV Africa Check	+221 78 386 67 32
India	AFP	+91 73700 07000
India	Alt News	+91 98252 55790
India	Boom	+91 77009 06111 +91 77009 06588
India	Digit Eye	+91 96328 30256
India	Fact Crescendo - Hindi	+91 90490 53770
India	Fact Crescendo - Malayalam	+91 90490 46809
India	Fact Crescendo - Marathi	+91 90490 43487
India	Factly	+91 96031 32132
India	India Today	+91 73700 07000
India	Newschecker	+91 99994 99044
India	Newsmobile	+91 88268 00707
India	Vishvas News	+91 92052 70923



Explorer

Markup Tool

APIs

Fact Check Explorer

Corona virus

Did you mean: *coronavirus*

English

**Claim by Facebook, Twitter:**

Australian \$10 banknotes feature Bill Gates and Coronavirus.

Boom rating: False[Does Australian \\$10 Note Feature Images Of Coronavirus & Bill ...](#)

14 minutes ago

Coronavirus

Australian ten-dollar note

Banknote

Boom

**Claim by Social Media:**

Patients are being killed in hospitals to show a surge in coronavirus deaths

Alt News rating: False

Coronavirus

Hospital

Report Issue

<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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 <https://www.coe.int> › Digital Citizenship › Digital Citizenship Domains › Being online

Media and Information Literacy

About the source

Council of Europe

Human rights group

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. From Wikipedia

Headquarters: [Strasbourg, France](#)

In their own words

The Council of Europe is the continent's leading human rights organisation. It comprises 46 member states, including all members of the European Union. All Council of Europe member states have signed up to the European Convention on Human Rights, a treaty designed to protect human rights, democracy and the rule of law. From www.coe.int

Web results about the source

From searches for the source's names

<https://www.humanrights.is> › human-rights-education-project › human-rights-concepts-ideas-and-fora › the-council-of-europe

The Council of Europe | Icelandic Human Rights Centre

The European system for the protection of human rights was established by the Council of Europe (CoE), a regional intergovernmental organisation. The CoE:

Mar 10, 2020 - At this time, we have no data to suggest that **coronaviruses** (e.g. SARS, MERS) are spread by

www.pctonline.com › article › coronavirus-virus-mosquitoes
Coronavirus Virus: Do Mosquitoes Spread It?
Feb 14, 2020 - **Mosquito** expert Stan Cope (AP&G) says that the answer is no. **and mosquitoes.**

denver.cbslocal.com › 2020/05/20 › mosquitoes-coronavirus
Can Coronavirus Be Transmitted Through Mosquitoes?
1 day ago - DENVER (CBS4) – The season of swatting mosquitoes is an inevitable question about whether **mosquitoes** will spread

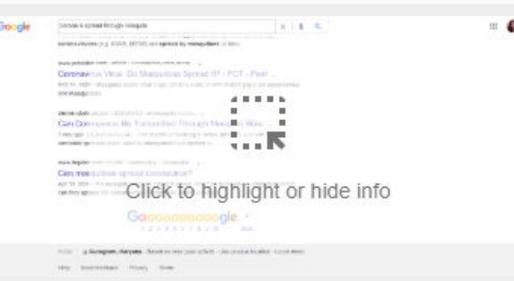
www.inquirer.com › health › coronavirus › coronavirus-questions
Can mosquitoes spread coronavirus?
Apr 13, 2020 - If a **mosquito** bites an infected person, can they **spread** the **coronavirus**? Fortunately, health experts say



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CANCEL SEND

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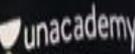
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 -  Profile
 -  More
-

 **Dr. Anubhuti Yadav**
1,186 Tweets

 **विकासवादी - न्यू वर्किंग राइज टेक्नोलॉजी कोर्स**
फिरक, फिलान और उनका कॉन्वर्ल्स, विली

या रजिस्टर करें: <https://bit.ly/3d0V5sK>

सहायक से:

  5  6 

 You Retweeted

 **Global Investigative Journalism Network**

Call for applications: @logannonfiction program writers, documentary filmmakers, photojournal creators. Applicants must be at work on a long apply. Deadline: June 1, 2020 buff.ly/2LE007b

 Embed Tweet

 Unfollow @gijn

 Add/remove from Lists

 Mute @gijn

 Block @gijn

 Report Tweet



LOGAN NONFICTION PROGRAM A residential fellow documentary film



"To have the kind of time and space to be with my work was more than I could

  5  6 

 Dr. Anubhuti Y... 

COMPLAINTS

[How to Complain](#) | [Lodge Your Complaint](#) | [Track Your Complaint](#) | [Process of Complaints](#) | [Guest Login](#) | [NAMS](#) | [CCC Members](#) | [IRP Panel](#)

ASCI: CONSUMER ONLINE COMPLAINT FORM

*Fields marked with * are mandatory.*

1

Your Details

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Full Name *

Email *

Pincode

Address *

State *

--Select State--

District *

--Select District--

Complaint to



+91 77100 12345



Lodge Your Complaint



Track Your Complaint



FAQ's



ASCI Codes

DID YOU KNOW?

Top 5 Advertisers of 2017 were Hindustan Unilever Ltd, Amazon


[English Version](#) or [Hindi Version](#)

नबीएसए को भेजा जाने वाला शिकायती फार्म (द्वितीय स्तर) प्रोग्रामिंग सामग्री

शिकायत कैसे करें

[अंग्रेजी संस्करण के लिए क्लिक करें](#)

इस फार्म के दो खंड हैं:

- ▶ अगर आपने संबंधित प्रसारक (ब्राडकास्टर) को शिकायत भेज दिया हो तो कृपया खंड 1 को पूरा करें, भले ही आपको प्रसारक से कोई जवाब नहीं मिला हो या आप प्रसारक के फैसले से संतुष्ट नहीं हो।
- ▶ 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।

Complaint Form

[Back](#)

Download the Complaint Form in [English/ Hindi](#) or submit your application online below:



Name of Channel *

Programme Title / Broadcast Item *

Programme date *

Time of Broadcast *

 : am pm

Category of Complaint *

Details of Complainant(s) (Please complete these details in full)

First Name *

[Download Declaration Form](#)

Procedure for filing the complaint

While the Council accepts complaints by Email they need to be followed up by signed complaints.

1. Complaints against the Press

It is open to any person to lodge a complaint with the Press Council against a newspaper for a breach of the recognized ethical canons of journalistic propriety and taste. The complainant need not necessarily be the person aggrieved or directly involved. The alleged breach may be in the publication or non-publication of a news-item or statement, or other material, like cartoons, pictures, photographs, strips or advertisement which are published in a newspaper. Cases can also be initiated by any member of the public against any professional misconduct by an editor, working journalist, staff of a newspaper or engaged in freelance work. There can also be a complaint against any matter transmitted by a news agency by any means whatsoever.

By virtue of the Press Council (Procedure for Inquiry) Regulations, 1979, complaint shall be lodged with the Council within the following periods:

- (i) Dailies, News agencies and Weeklies within 2 months
- (ii) In all other cases within 4 months

Provided that a relevant publication of an earlier date may be referred to in the complaint.

Write to the editor first

It is a requirement of the Inquiry Regulations that the complainant should initially write to the editor of the newspaper drawing his attention to what the complainant considers to be a breach of journalistic ethics or an offence against public taste. Such prior reference to the editor affords him an opportunity to deal with the matter in the first instance and thus allows the respondent to take such remedial action as he might consider appropriate before the complaint is lodged with the Council. This rule is necessary because it acquaints the editor with the identity of his accuser and the details of the complaint. It is conceivable that in some instance the complainant has been wrongly informed or has misinterpreted the facts. In others, it may be a case of inadvertent error which the editor is only too ready to admit and correct. If the would-be-complainant is satisfied, that would be the end of the matter.

Where, after reference to the newspaper, the person desires to proceed with the complaint, he should enclose with his complaint copies of correspondence with the editor, if no reply has been received from the editor, the fact should be mentioned in the complaint.

The complainant has, in his complaint, to give the name and address of the newspaper, editor or journalist against whom the complaint is directed. A clipping of the matter or news-items complained of, in original or self attested copy (English translation, if the news item(s) is in vernacular) should accompany the complaint. The complainant has to state in what manner the passage or news-items or the material complained of is objectionable. He should also supply other relevant particulars, if any.



S. N. SHRIVASTAVA, IPS
Commissioner of Police, Delhi

[Message](#)



Help Line 4444 » Senior Citizen : 1291 » Vigilance : 1064 » Railways : 1512

R.T.I.	Security of Women & Children		Districts	Press Releases & Rejoinders
Yuva	Security of N.E. Residents	Citizen Services	Traffic Unit	Training Division
Delhi Police Samachar	Senior Citizen Cell		Licensing Unit	Photo Gallery
Movement Passes	Covid 19 Help Desk	Police Services	View FIR	Tender
		Fake News Verification		



This was a Whatsapp Forward on the evening when PM Modi asked the countrymen to light diyas outside their houses as a show of solidarity. Is this how India appeared on that evening? (Even Amitabh Bachchan retweeted this)

Is it true?

MEDIA LITERACY

Keys to Interpreting Media Messages

INDIAN EDITION



ART SILVERBLATT

ANUBHUTI YADAV

VEDABHYAS KUNDU

ABOUT THIS BOOK

Media Literacy: Keys to Interpreting Media Messages offers a critical approach that will enable students to better understand the information, messages, ideologies and entertainment factors conveyed through the channels of mass communication—print, photography, film, radio, television, and digital media.

Part I presents a theoretical framework for the critical analysis of media text.

Part II gives students the opportunity to apply this methodological framework to a variety of media formats: journalism, advertising, and political communications. Part III consists of a brief consideration of mass media issues (eg. violence in the media, media and children, media and social change, and global communications), as well as a discussion of potential outcomes once people become more media literate. However, since the first edition of this text was published in 1995, much has happened in the world of media. The text reflects recent developments, particularly in the realm of digital literacy.

This Indian edition is steeped in the Indian Media Literacy theoretical perspectives and traditions, which focuses on construction as well as deconstruction of media messages, and which emphasizes on empowerment through media and information literacy.



Prof. Art Silverblatt

Art Silverblatt is Professor Emeritus of Media Communications at Webster University, St. Louis, Missouri. He is a Founding Member of DIMLE (Digital/International Media Literacy Education), an initiative with the goal of promoting universal media literacy education. He is the author of *Media Literacy: Keys to Interpreting Media Messages*, *Dictionary of Media Literacy*, *Approaches to Media Literacy*, *International Communications*, *Approaches to Genre Study*, and *Handbook of Media Literacy*, as well as numerous articles focusing on the topic of Media Literacy.



Prof. Anubhuti Yadav

Prof. Anubhuti Yadav is a professor of New Media at the Indian Institute of Mass Communication, India. She heads the Department of Advertising and Public Relations. She is a leading expert and an active promoter of media literacy in India and is founder of Media and Information Literacy India network (MILIN). Her specialties include Media and Information Literacy, New Media, Strategic Communication and Digital Marketing @AnubhutiYadava.



Dr. Vedabhyas Kundu

Dr. Vedabhyas Kundu from New Delhi, India is the Programme Officer in Gandhi Smriti and Darshan Samiti. He has been working extensively on nonviolent communication, nonviolent conflict resolution, enhancement of conflict competencies, and media literacy. He has been conducting workshops and delivering lectures on these areas for different universities, schools, judicial academies, police academies and other groups.

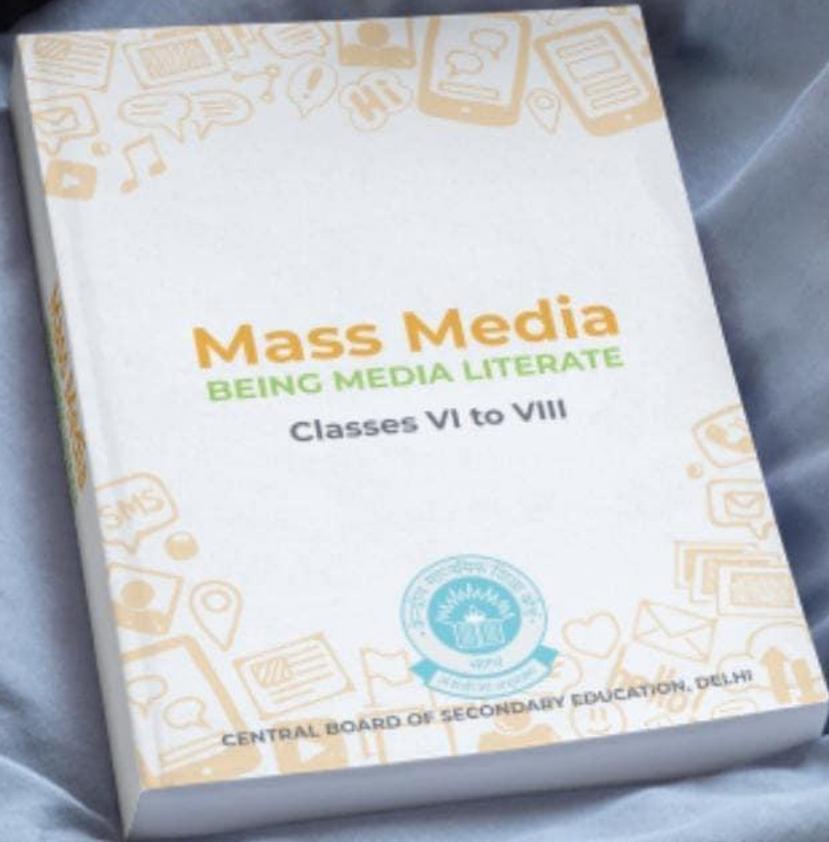
COVER DESIGNED BY MAYANK SHUKLA

Media Literacy

Keys to Interpreting Media Messages



- <https://www.kobo.com/in/en/ebook/media-literacy-8>
- https://www.amazon.in/gp/product/B09KLQVJHW/ref=cx_skuctr_share?smid=A5YZQVVO7B6WC



Media and Information Literacy



MEDIA AND
INFORMATION LITERACY
LITERATE CITIZENS

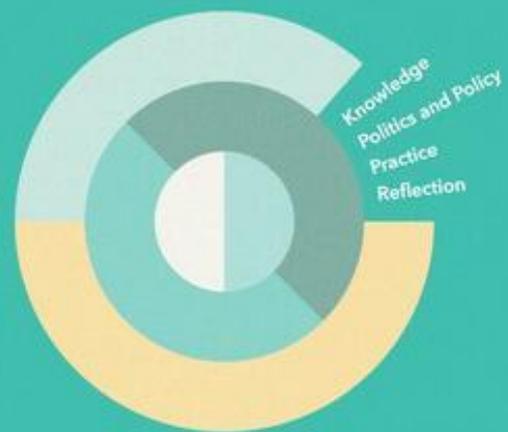
**THINK
CRITICALLY,
CLICK
WISELY!**

MEDIA & INFORMATION LITERACY
CURRICULUM FOR EDUCATORS & LEARNERS



Understanding Media and Information Literacy (MIL) in the Digital Age

A QUESTION OF DEMOCRACY



Edited by Ulla Carlsson

Media and Information Literacy

Curriculum for Teachers



United Nations
Educational, Scientific and
Cultural Organization

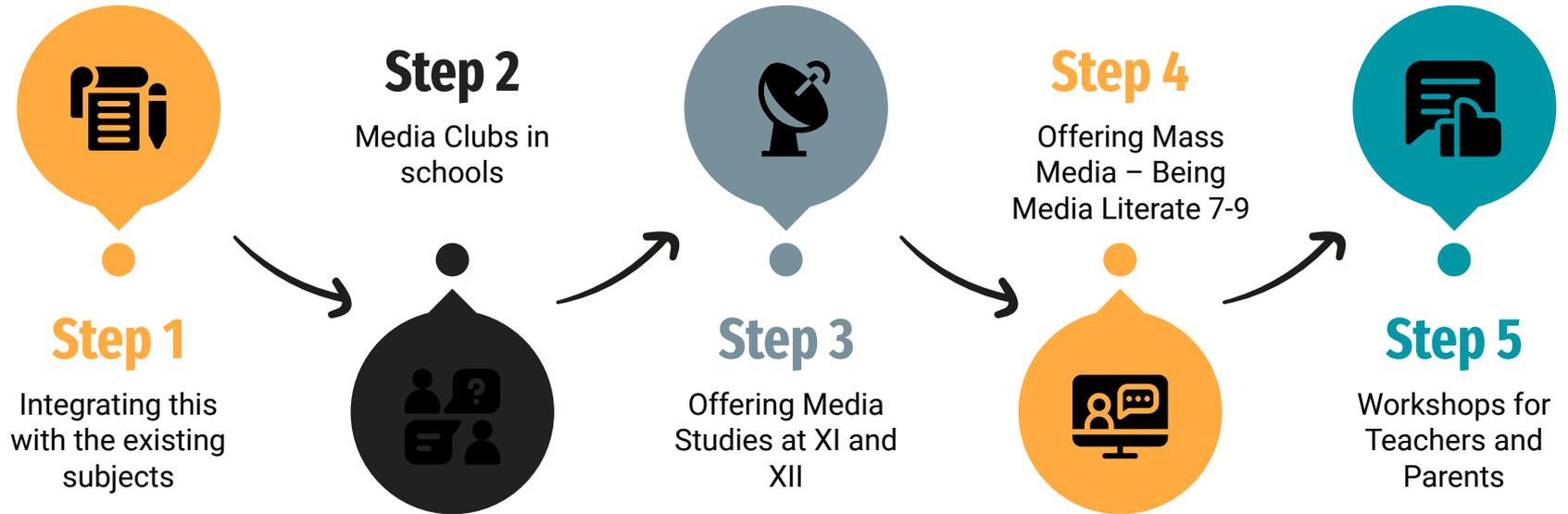
Media and Information Literacy

Curriculum for Teachers

Carolyn Wilson
Alton Grizzle
Ramon Tuazon
Kwame Akyempong
Chi-Kim Cheung



HOW THIS CAN BE ACHIEVED?



MAKE STUDENTS AMBASSADORS for MEDIA LITERACY

THANKS

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