

# MEDIA AND INFORMATION LITERACY

## SKILLS AND COMPETENCIES



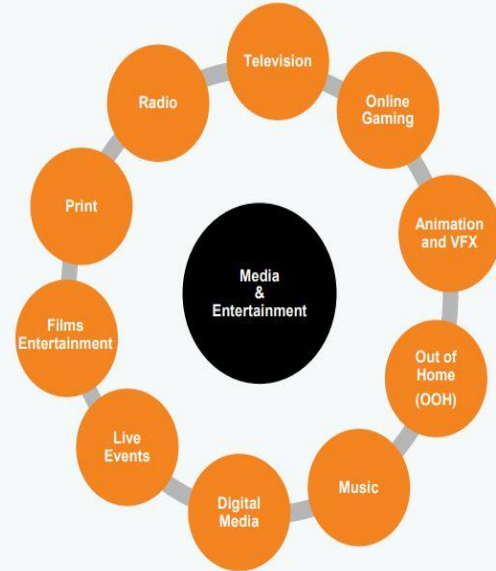
# IT IS ALL PERVASIVE



# MEDIATED SOCIETIES REQUIRE MEDIA LITERATE CITIZENS



# Media and Entertainment Sector 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))



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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  Search

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- 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!

[www.meritnation.com/GK-QA](http://www.meritnation.com/GK-QA)

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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



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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.

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indiahomes.com/Resale-Property

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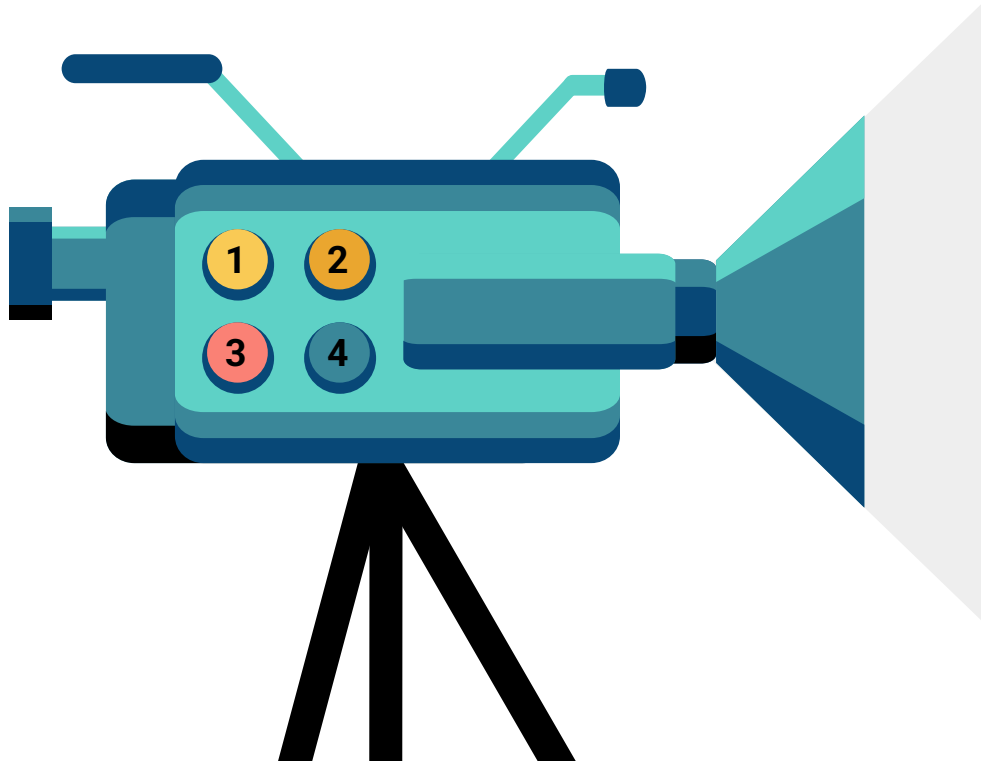
# Arab Spring







# Media & Information Literacy



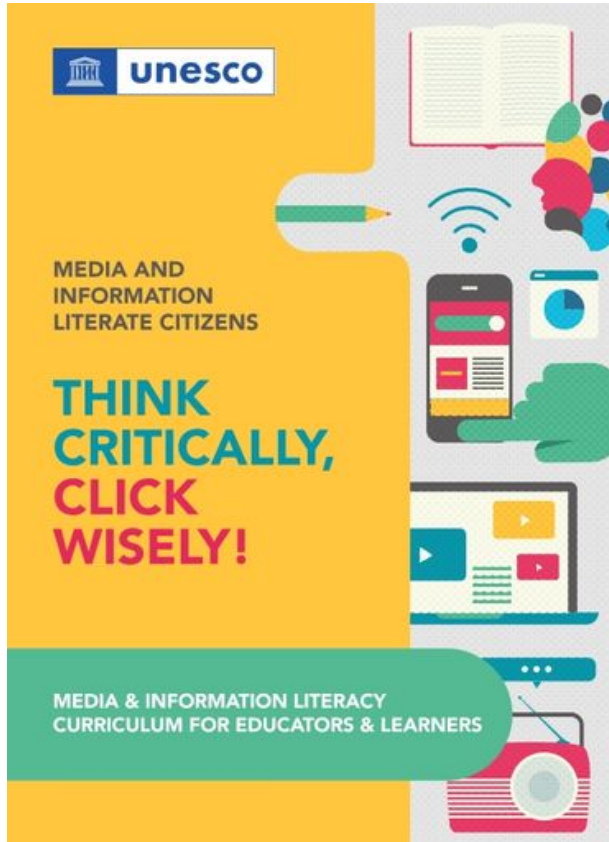
MEDIA AND INFORMATION LITERACY IS A SET OF COMPETENCIES THAT HELP PEOPLE TO MAXIMIZE ADVANTAGES AND MINIMIZE HARMS OF MEDIA MESSAGES

# What is Media and Information Literacy



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

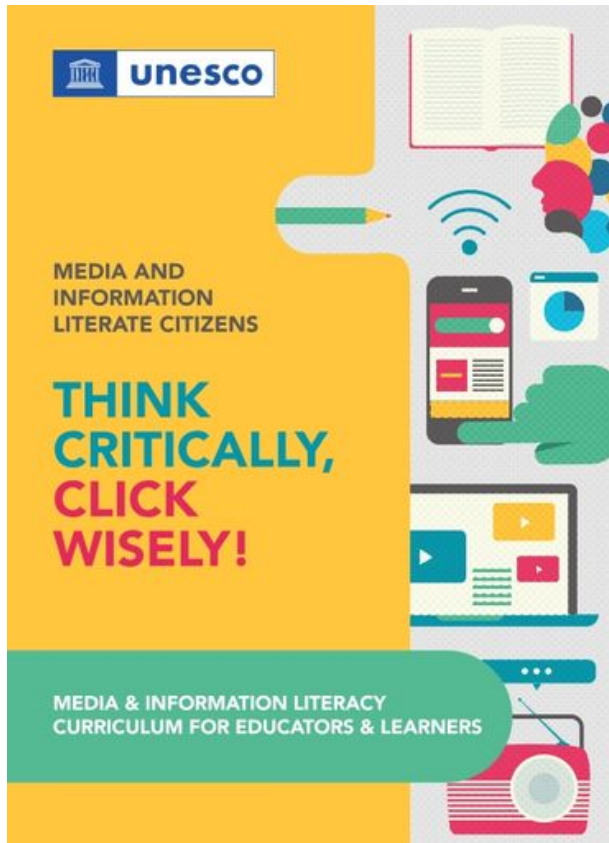
# Media Literacy Benefits



In teaching and learning processes, it equips educators with enhanced knowledge about how to critically engage with information, media, and digital technologies to empower future citizens and learners

Through MIL, people can self-empower to understand the positive things that they can do through media and digital tools, thereby ensuring a better Internet and contributing to information for the public good

Media and information literacy imparts crucial knowledge about the functions of content providers and mediators such as libraries, archives, museums, media, and digital communications companies, reasonable understanding about the conditions needed to perform those functions effectively and critical skills required to evaluate the performance of content providers in light of the expected functions..



MIL helps in dealing with the cases of Misinformation and Disinformation

It is Prerequisite for other forms of literacies like Health Literacy, Science Literacy Financial literacy, cultural literacy, global citizenship education and education for sustainable development – because it strengthens the skills needed to identify and navigate beneficial and harmful information.

Media and information literate persons are more likely to reject unvalidated information, biases and stereotypes that reinforce inequalities between women and men of all ages, and discrimination towards peoples, religions, etc

# 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?*

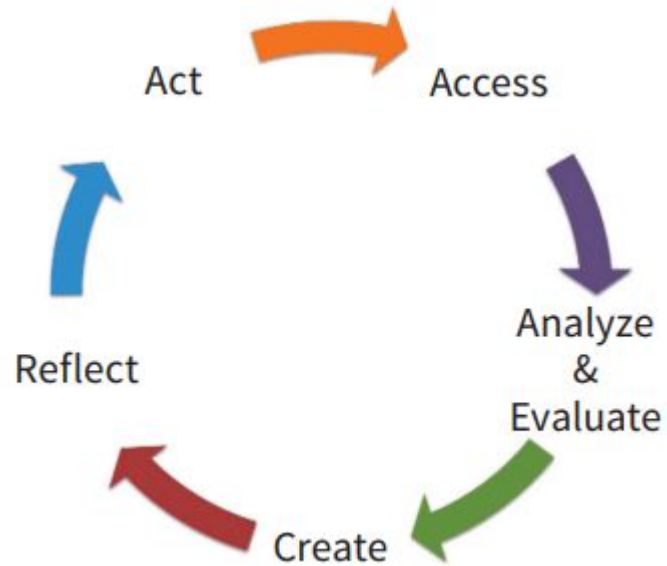
4. Media are primarily businesses driven by a profit motive.

*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



## 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

# 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

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

# 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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News

Shopping

Videos

More

Tools

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"



All News Images Videos Maps More

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  
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site:facebook.com/pages "adolescent health"



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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



## Checklist for verifying websites

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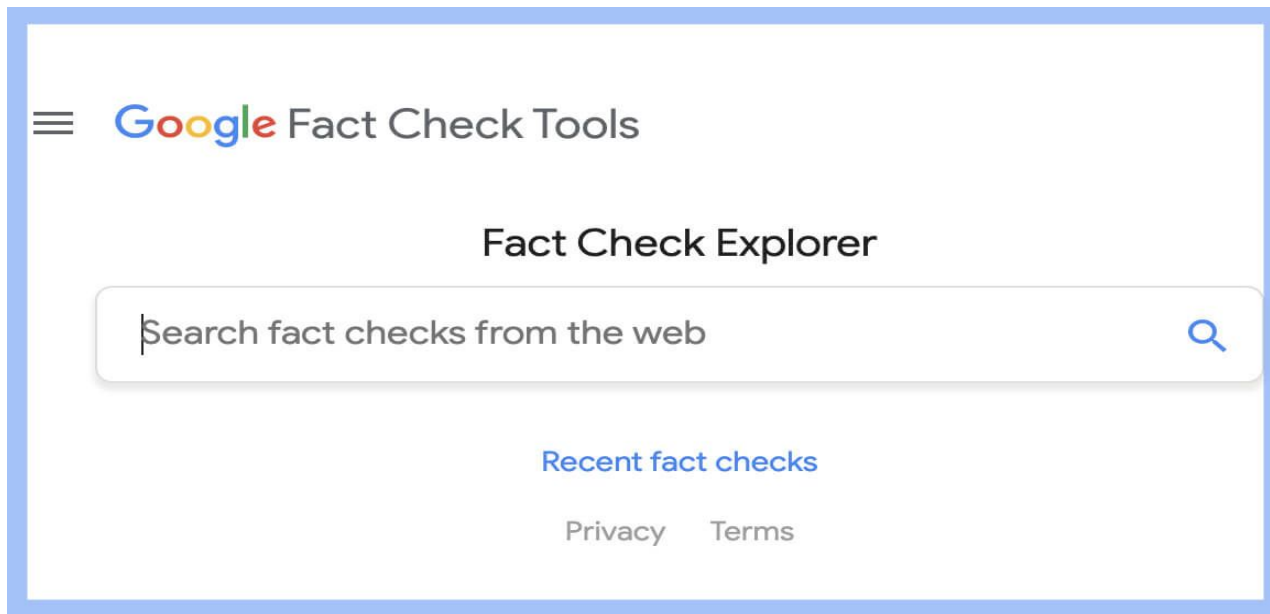
- Check ownership - Is it disclosed and credible?
- Assess content - Is it ideology-driven? Are authors disclosed and credible?
- Check history - when and where the site was registered
- Look for click-baits/too many advertisements
- Check if any articles have been fact-checked



- 
- [Who.is](#) provides **contact information** of domain registrar
  - But ownership information can be hidden by the owner



When you want to search defunct website or deleted pages– especially social media. Great source for deleted or changed material. [Archive.is](https://archive.is) is good for finding deleted social media posts and accounts. [Wayback Machine](https://waybackmachine.org) is great at bringing back web content. (<https://archive.org>)



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



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

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United Progressive Alliance

Terrorism

National Democratic Alliance

BOOM



**Claim by ANI:**

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**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' 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

<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](http://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:

# REPORT

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 it's an inevitable question about whether **mosquitoes** will

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

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



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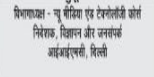
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 Dr. Anubhuti Y...  
2020-05-28 12:00 PM


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

 विभाषण - मू मीडिया पर देखनेवाले कोश  
हिंदी, गिज़र और उनका  
आइकॉन, गिज़र


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


  5  6 


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writers, documentary filmmakers, photojourn  
creators. Applicants must be at work on a lon  
apply. Deadline: June 1, 2020 [buff.ly/2LE007b](http://buff.ly/2LE007b)


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**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 

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### ASCI: CONSUMER ONLINE COMPLAINT FORM

*Fields marked with \* are mandatory.*

1

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Pincode

Address \*

State \*

--Select State--

District \*

--Select District--

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Lodge Your Complaint



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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](http://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](mailto:authority@nbanewdelhi.com) पर एनबीएसए से संपर्क करें।

# Complaint Form

[Back](#)

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

Start

Complete

**Name of Channel \***

**Programme Title / Broadcast Item \***

**Programme date \***

<input type="text" value="Day"/>	<input type="text" value="Month"/>	<input type="text" value="Year"/>	
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**Time of Broadcast \***

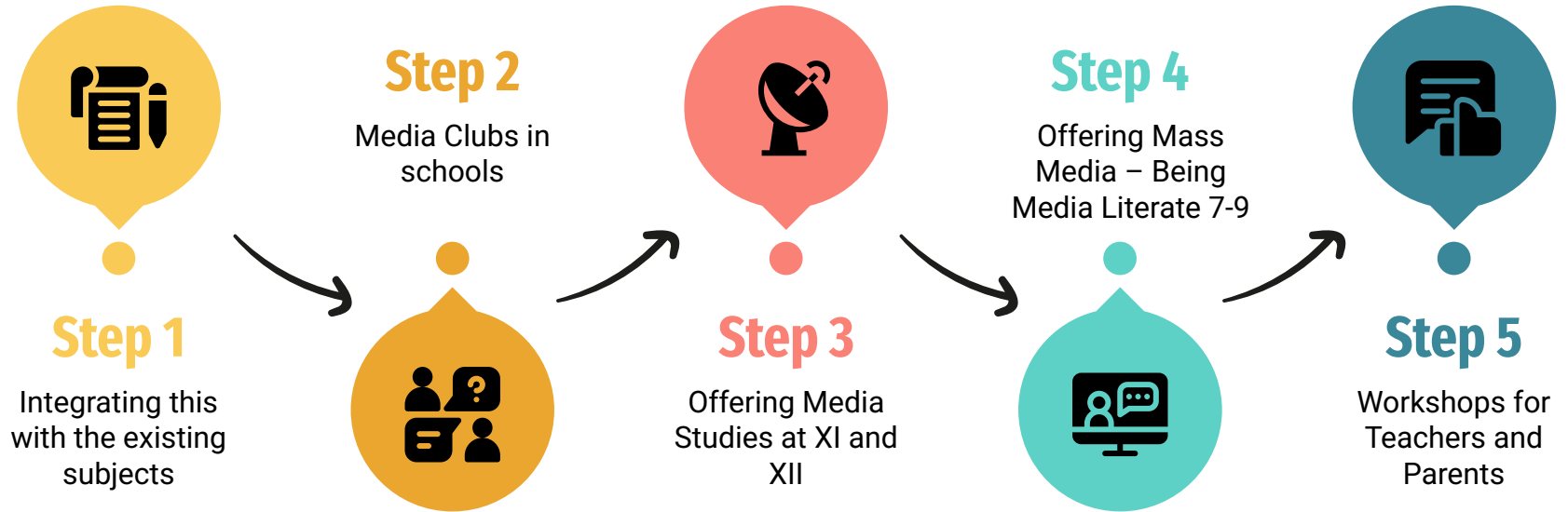
<input type="text" value="Hour"/>	:	<input type="text" value="Minute"/>	<input checked="" type="radio"/> am	<input type="radio"/> pm
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**Category of Complaint \***

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

**First Name \***

# HOW THIS CAN BE ACHIEVED?



**MAKE STUDENTS AMBASSADORS for MEDIA LITERACY**