Microlearning Sessions Activity

MEDIA AND INFORMATION LITERACY

CITIZENS XELERATOR

Activity 1: The concept of media and information literacy

Objectives:

- Sensitise participants to media and information literacy
- Encourage participants to express their own ideas and concerns
- Define media and information literacy

Materials needed:

- Paper board
- Presentation
- Text

Duration:

- 15 minutes

Description:

To introduce the concept of media literacy in the digital era, ask open-ended questions and encourage participants to express their own ideas and concerns. (Accept all ideas unless they are 100% false.)

Questions:

What do you think it means to be "literate"?

Are you all literate? Is everyone in your community literate? If not, who is "left out"—age, gender, socioeconomic or ethnic group?

How might it be a disadvantage in your community not to be literate?

What do you think "media literacy" is?

Do you all feel you have "media literacy"? Do you think everyone in your community is media literate? If not, who is "left out"—age, gender, socioeconomic or ethnic group?

Do you think "media literacy" means something special now that the Internet and social media have become so important? (*i.e.*, "digital media literacy")

Do you think you are "media literate"? Why/why not?

How might it be a disadvantage in your community not to be media literate?

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Concepts to look for:

If learners don't come up with several of the examples below on their own, ask a few leading questions as well. For example, "Is it ever hard to know what sources to trust? Why?"

The simplest meaning of literacy is "knowing how to read and write."

- It's about skills. It can also imply having knowledge or understanding.

Media literacy means knowing how to access, analyse, and create media. Media literacy requires critical thinking.

- It involves the ability to evaluate, or judge, what you find in the media.

Different ages, genders, or sub-groups of a community that are not literate (or media-literate, or digitally media-literate) are likely to be more dependent on others and to be less empowered in society, for many reasons.

In the digital era, the "media" are very different from just TV, radio, and newspapers:

- You can get information very quickly.
- You can get it from many different sources.
- Sometimes it "comes" to you without you even looking for it (*e.g.*, ads or selected news briefs that pop up onto your digital device)
- It can be hard to know what sources to trust since there are so many.
- You can share and create messages in the digital world, not just receive them. In the digital world, we are no longer just an "audience" for media.

Final Question: In your opinion, is it a good or bad thing that in the digital world we can get information quickly from so many different sources?

Make sure the participants come up with a few good things about the proliferation of media sources and the speed of access.

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Project number: 101087526

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