



CITIZENS  ACCELERATOR

Media and Information Literacy

Microlearning session



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Media & Information Literacy

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What is it?

2

Why it is important?

3

What are the techniques used?

4

How can I develop media literacy skills?



What is Media and Information Literacy?

Write on a post-it what you think media and information literacy is.

2. Why is MIL important?

Remember: media contents and forms are a central part of the public dialogue in any society, and they shape people's daily lives and the way they interact with others.

So, media and information literacy is important because it:

- enables people to access and evaluate information
- supports the correct use of information
- combats disinformation
- encourages responsible citizenship
- protects privacy and security - parenting and child protection
- promotes lifelong learning
- promotes intercultural dialogue
- promotes social and emotional well-being - healthy relationship with media and ability to recognize harmful content
- enables informed decision making

3. Media & Information Techniques

- Emotional appeal/persuasion: Using emotions to persuade or manipulate.

<https://www.wyzowl.com/emotional-marketing/>

- Stereotyping: Portraying certain groups in a simplified or exaggerated manner.

<https://shequal.com.au/genderstereotypes/>

- Bandwagon effect: Encouraging people to follow the crowd.

<https://www.campaignlive.co.uk/article/helping-vs-branding-strategies-work-and-dont/1678699>

- Fear tactics: Creating anxiety or fear to influence behavior.

<https://fearappealsarethebest.wordpress.com/2014/04/08/examples/%E6%97%A0%E6%A0%87%E9%A2%98/>

4. Media & Information Literacy Skills Development

- **Be critical:** Ask questions such as who created it, for what purpose, and what techniques are being used.
- **Seek different perspectives:** Try to find different sources and points of view to gain a broader understanding of a topic.
- **Verify:** Check information before accepting it as true.
- **Take visuals into account:** Understand how visuals can influence meaning and interpretation.

4. Media & Information Literacy Skills Development

What

- What is the purpose of sharing this information/media?
- What does this information/message tell me about the topic?
- What sources back up this message? Are they reputable? Are they from accredited and peer-reviewed journals?
- What techniques are being used in this message to persuade me/others?
- What are the indirect messages?

When

- When was this information/media created? (*i.e.*, is it recent or outdated?)
- When is this media message most relevant in my life? (*e.g.*, does it pertain to a current event?)

4. Media & Information Literacy Skills Development

Where

- Where is this message/media being shared? (*e.g.*, in a social media group, to specific communities)

Why

- Why is this message/information being shared? (*i.e.*, to persuade, inform, entertain, or sell a product)
- Why is this message/information important or relevant to me/my community?

How

- How does this information/message impact my life or others' lives?
- How is this message being shared across media platforms?
- How are other people reacting to this message/information?
- How might someone different from me (*e.g.*, race, gender, nationality, socio-economic background, age) interpret this message?

References

<https://proofed.com/writing-tips/how-to-develop-your-media-literacy/>

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