

LET'S TALK ABOUT MEDIA LITERACY



WHAT IS MEDIA LITERACY?

Media Literacy is the ability to access, use, evaluate, create and participate in the media. These competencies are considered to be key 21st century skills and a pre-requisite for an active and full citizenship.

WHAT IS THE GOAL OF MEDIA LITERACY?

The aim of media literacy is to increase people's awareness of the many forms of media messages encountered in their everyday lives so that they become aware and active citizens of the societies they inhabit.

THE IMPORTANCE OF MEDIA LITERACY

- With the rapid rise of digital technology and its increasing use in business, education and culture, it is important to ensure everyone can understand and engage with digital media;
- Media literacy education is essential to safeguard European democracy;
- A media literate population is informed, engaged and responsible in their media use, both as consumers and producers;
- In the information age, it is necessary to be media literate in order to participate fully in public life, including in commerce, society and politics.

BENEFITS OF MEDIA LITERACY



- Media literacy helps citizens become wiser consumers of media as well as responsible producers of their own media;
- Teaching media literacy facilitates critical thinking. This type of thinking can eventually help people in many areas of their everyday lives;
- Media literacy also fosters the skill of collaboration because it encourages respectful discourse.