

TEACHING MEDIA LITERACY IS A MUST

by:
Rona O. Galvan

Media literacy education is a vital skill in the 21st century among the students that applies critical thinking to media messages. It helps them to analyze information from a variety of viewpoints.

With so many sources of information today, critical thinking skills help students identify reliable sources and filter through the noise to get at the truth. For example, media literacy helps spot fake news faster or understand why certain products are advertised more than others on social media sites like Facebook or Instagram. Students may notice that content shared on those platforms often comes with an agenda – such as promoting an organization's political ideology or persuading someone to buy something they do not need.

According to Fort, A. (2020), media literacy is the ability to decipher media messages, assess their impact on thoughts, emotions, and behaviors, and create media thoughtfully and honestly. The students may understand the messages being communicated to them with clarity. Hence, teaching media literacy provides students with the skills to help them think critically about the media. It develops other 21st century skills such as creativity, collaboration, and communication and enhances digital literacy through interaction with media, information, and technology. Moreover, it helps students become active consumers of information, identify trusted sources, recognize media bias, and become responsible media professionals.

Further, media literacy can help students recognize biases in the media and learn about new ideas, cultures, and perspectives that may not have been previously considered. Consequently, understanding media may help the students do better at school or work

and help them decide what they want to learn. McNulty, N. (2021) pointed out that the more aware the students are of what is happening around them in their communities, schools, and workplaces – the better equipped they will be to create change. Through media literacy, the students will be empowered to use the media they consume to inform themselves about what is happening in the world. They will also be analytical about the issues around them and the information they acquire.

Thus, media literacy is a skill that has been a part of the curriculum for decades, but its importance is at an all-time high. It allows students to analyze media in their lives and communities critically, preparing them for college or careers.

References:

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