



TECHNOLOGY FOR THE DEVELOPMENT OF MEDIA LITERACY IN STUDENTS

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| Article history: | Abstract: |
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| Received: 6 th May 2021 Accepted: 20 th May 2021 Published: 15 th June 2021 | As the world changes rapidly due to technological advancements, educators are looking for methods to use digital platforms to empower their students' learning. The importance of media literacy instruction in the 21st century classroom, which aims to encourage learning without restricting the student, is critical. This article aims to support the argument for media literacy instruction at a time when digital technologies are inundating schools, households, and communities around the world as a means of empowering digital students. This article looks at how empowering students through media literacy education is critical to their long-term success in the twenty-first century. |

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In recent years, media literacy—the ability to access, analyze, evaluate, and create media in a variety of forms—has gotten more complicated. With so much information at our fingertips thanks to cellphones and search engines, today's kids will need to learn to filter what they see and hear more effectively. To put it another way, teaching media literacy is more vital now than it has ever been. So, where shall we begin?

Many curricula throughout the world now include media education as a requirement. Schools are working hard to assist teachers in preparing students for changes in the sector and ensuring that they have continuing access to the necessary resources. Teachers will want resources to keep up with current trends as the digital world evolves at what appears to be a daily pace.

We live in a global world, and this has never been more true than now. With the introduction of new technologies, we now have access to them through mobile devices. Both mobile apps and social networking sites as the need for it has grown and increased. Educating pupils to become more self-reliant The value of media literacy education cannot be overstated. In Technology has advanced in leaps and bounds during the last decade. The exponential has ushered in a new era in society. Twitter and Facebook are growing in popularity.

When attempting to identify fake news, students should first explore alternative sources for the same article. But it's about more than just numbers: because diverse sources present different details at different depths, kids will obtain a more complete, accurate picture of an issue if they read, listen, or watch more broadly. Make a poster or a mind map with kids outlining different types of sources, as well as which ones are dependable and which aren't. You can use this writer's Mind Map as inspiration or create your own from start.

There are various reasons why media literacy is crucial. To begin with, it trains children to think critically about the media they consume. Students learn to inquire as to why a certain medium was produced, why certain features were included, and why some details were left out. Students also learn that not all media is accurate, and that fact-checking sources is critical.

Knowing how to use many sorts of tools, both independently and collectively, is a vital component of being a media person in the twenty-first century. Text, audio, video, augmented reality, and 3D printing are now available. Social media and interactive media are available. Books, newspapers, movies, and television are all available to us. We have blogs and vlogs, for example. In order to manage the world ahead, today's students must be well-versed in all of these. We must especially prepare pupils for sorts of media that do not yet exist, given the rapid pace of 21st century technology. This entails assisting them in becoming as comfortable as possible with the various forms of media that are already available, as future technologies will be based on them. With Canva, students can effectively create their own websites with a unique URL. Have them practice putting presentations together and sharing them on social media channels

Because most media is now made and consumed online, media literacy is becoming increasingly vital in today's culture. Equipping children with the skills they need to be smart information consumers helps them grow into strong digital citizens capable of objectively evaluating resources and engaging in safe and healthy online dialogues. The capacity to read and write is commonly referred to as "literacy." There are many similarities between reading literacy

and media literacy. Recognizing letters is the first step in learning to read. Readers will soon be able to recognize words and, more crucially, grasp what they mean.

The capacity to recognize different types of media and decipher the messages they carry is known as media literacy. Students consume a vast amount of information from a variety of sources, considerably beyond the traditional media of their parents' time (TV, radio, newspapers, and magazines). Anyone can now easily generate media thanks to the digital era. We don't always know who made something, why they made it, or if it's trustworthy. This makes it difficult to learn and teach media literacy. Nonetheless, in the digital age, media literacy is a necessary skill.

It specifically aids students in the following areas:

- Develop critical thinking skills. When children assess media, they consider if the messages are clear, why particular material was included, what was left out, and what the main points are. They learn to back up their claims with examples. They can then build their own opinions about the content based on what they already know.
- Become a savvy product and information shopper. Media literacy teaches children how to judge whether or not something is trustworthy. It also aids individuals in determining advertising's "persuasive intentions" and resisting the strategies used by marketers to sell things.
- Recognize different points of view. Every artist has a unique viewpoint. Identifying an author's point of view allows children to appreciate a variety of viewpoints. It also aids in contextualizing material with what they already know - or believe they know.
- Create media with care. Effective communication requires you to recognize your own point of view, express what you want to say in the way you want to express it, and comprehend that your communications have an impact.
- Determine the significance of the media in our culture. From celebrity gossip to magazine covers to memes, media is always communicating with us, influencing our perceptions of the world and even pushing us to act or think in specific ways.

Consumers are particularly influenced by visual media. This is due to the fact that visual processing takes up a significant portion of the brain. The visual cortex is a part of our brain that controls our attention, motivation, and even emotions. Students should be aware of how powerful pictures in the media can be. According to J. Francis Davis, an adult educator and media education specialist, today's images should be read on at least two levels: First, on an instant emotional level, when we react in a way that "taps our inner feelings or stories," and second, as products designed to do so. Once you've mastered distinguishing the latter, you'll be able to more easily regulate whether they have an impact on you.

A democratic society requires a free and open media. Future generations will benefit from media education because they will be able to think for themselves rather than being moulded by what they see and hear. People will butt heads and argue in a really democratic society, but these differences will be respected by a "majority rules" approach. On some levels, this means that if the media is truly representational of the people it serves, it should emphasize the controversies, conflicts, and questions that its residents have raised. People can and should help shape the media in this way. As part of a project, students should construct a completely new set of laws governing the usage of media in society.

Creating and disseminating a message to such a large audience has never been easier. Teach pupils how to be responsible media creators. Not all of them will work in the media, but they will design and transmit information for the rest of their lives, many of them on a daily basis. When they post status updates on Facebook or photographs on Instagram, who are they influencing? Is what people put on social media a true depiction of who they are and what their lives are like? What is the difference between valuable visual material and garbage visual material? Teach pupils how to be critical media creators and why it's important. Another selfie isn't needed in the world unless it's meaningful.

In the conclusion, media education will continue to be a hot topic for a long time, and the debate surrounding it is already accelerating. Consider how media literacy can aid in the development of critical thinkers in kids and how educators may assist in the development of digital citizens who are knowledgeable and proficient. For the development of media literacy in pupils, I believe we will need to employ a variety of technologies and methodologies. When we have an instructional toolbox like Canva at our disposal, it's not that difficult to stay on top of the current trends, raise awareness about effective use, and challenge preconceived notions about what media literacy entails.

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