



WP4: Design and development of the ALIVE Learning Stations (Modules)

New Challenges of Media and Information Consumption



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New Challenges of Media and Information Consumption

1. What to expect

2. Learning objectives

(Retrieved from the "[Methodological and Competence framework on Media, Information and Digital Literacy for Adults](#)" of ALIVE project)

By completing this module, the learners will gain knowledge on:

1. Media, Information and Data Literacy-Access

- the importance of determining and articulating the nature, role and scope of the information and media (content) through a variety of resources.
- browsing, searching, locating, and accessing the needed information and media content effectively, efficiently, and ethically.

2. Media and Information Literacy-Evaluation and Management

- the importance of understanding and evaluating of data, information, and media content
- the organization of data, information, and media content
- the importance of monitoring the influence of information, media content, knowledge production and use, as well as media and information providers

3. Communication and Collaboration

- the potential of communicating and exchanging information with others through various digital tools and platforms, with the objective to connect and collaborate in virtual environments.
- the significance of managing/ controlling one's online presence and reputation across different digital platforms.

3. Introduction

The module delves into the challenges of Media and Information Consumption in today's digital era, offering an examination of the evolving media landscape from traditional to digital formats and its impact on information access, content engagement, and societal participation.

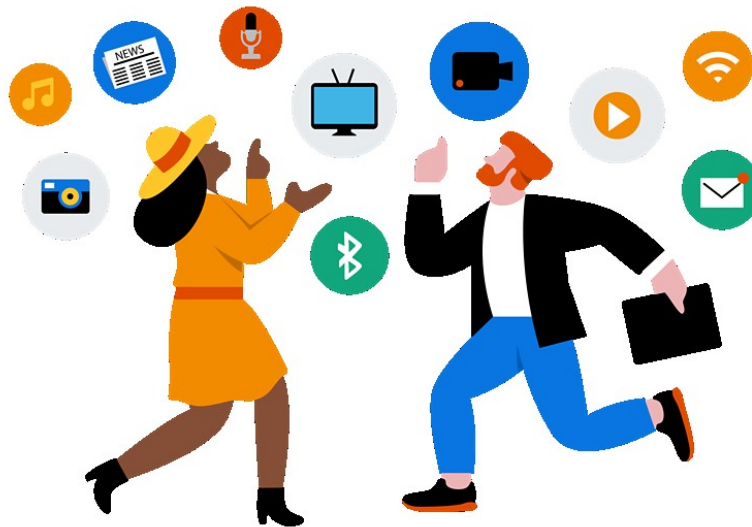
It also provides an overview of advertising's evolution, various methods used by businesses, and its interaction with consumer behavior in the digital age.

Furthermore, the module discusses the development and impact of new media technologies and the challenges posed by the virtual world.

Additionally, it explores the concept of media, information and digital literacy, emphasizing its role in understanding content providers, promoting democracy, and empowering individuals to evaluate digital information critically.

Lastly, the module addresses the significance of global media in connecting people across borders, shaping perceptions, and influencing culture and politics, while also highlighting how global citizenship education equips learners with the skills and knowledge to foster inclusivity and ethics within an ever-changing media landscape.

4. Context of media today



Retrieved from: <https://www.workday.com/en-us/solutions/industries/media-and-entertainment.html>

Media are the various means/ channels of communicating information, designed to reach a wide and diverse audience. Including traditional sources, digital platforms, and emerging trending media, all influence how people access information and engage with content.

The context of media today is becoming more dynamic as it is continually evolving driven by technological advancements, changes in consumer behavior, and shifts in the economic, cultural, and socio-political settings in each particular region, country and or globally.

During the last years, the media has undergone a significant transformation. Traditional print and broadcast media have been supplemented or even replaced by digital tools and platforms. Online news websites, social media, streaming services, podcasts etc. have a profound impact on how people access information, form opinions, and engage with the world.

This complex media landscape may provide both opportunities and challenges/ risks (e.g. rise of misinformation and disinformation, spread of hate speech and violation of online privacy) for individuals or entities that produce media content (e.g. journalists, podcasters, writers), the audience/ users who consume media content, as well as regulators (e.g.

governments, regulatory bodies, and platforms that set rules, standards, and policies for the media industry, ensuring that everything operates within legal boundaries). The interaction of content creators, consumers and regulators, i.e. stakeholders that play a role in producing, distributing, and consuming media, has important implications on the media industry.

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2. Al-Sofyani, N., 2023, Mastering the Media Landscape: Key Steps for Effective Analysis <https://www.linkedin.com/pulse/mastering-media-landscape-key-steps-effective-naif-al-sofyani#:~:text=The%20media%20landscape%20refers%20to,digital%20and%20social%20media%20platforms>

4.1. News and Traditional Media



Traditional media refer to various forms of mass communication methods that existed prior to the internet era. They encompass print media, such as newspapers, magazines, and books as well as broadcast media, i.e. television and radio.

Traditional media date back centuries to early forms of communication (e.g. cave paintings and tribal drums) and remain a relevant -if not a primary- source of information for many individuals around the world. Many people perceive them as more trustworthy compared to new media sources. It is believed that their rigorous editorial criteria and fact-checking procedures make them generally more reliable than their online counterparts in delivering

accurate and objective information to the general public. They, therefore, continue to have a substantial influence on society.

The distinguishing feature of traditional media is its one-way communication since information is disseminated from the sender to the receiver without the possibility of feedback from the latter.

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2. Drew C., 2023, Traditional Media: 10 Examples And Definition, Retrieved from <https://helpfulprofessor.com/traditional-media-examples/>
3. Valencia, J. A., 2022, What Is Traditional Media? A Comprehensive Introduction, Retrieved from <https://letter.ly/what-is-traditional-media/>

4.2. From traditional media to new media technologies



Retrieved from: <https://leverageedu.com/blog/media-convergence/>

Differing from conventional media, digital (or online) media comprises any form of media content that is digitized and can be accessed, shared, or saved on electronic digital devices. Emerging digital and electronic forms of media (e.g. online news, blogs, Wikipedia, YouTube, social networking apps, video games) allow broader access to information and knowledge

promoting sustainable development, fostering freedom of expression, supporting good governance, and encouraging participation in democratic processes. This technological advancement has opened new channels for marketers to connect with consumers.

Digital platforms and emerging trending media:

The new media world is made up of several elements, including digital platforms, and emerging trends. Let's explore what some of these are:

Digital Media: This category encompasses online sources like websites, online news outlets, blogs, and social media platforms such as Facebook, Twitter, Instagram and Tik Tok, YouTube. They play a crucial role in shaping the way we interact with information.

News Agencies and Industry-Specific Publications: News agencies like Reuters, the Associated Press (AP), Bloomberg and others, collect and distribute news stories to various media outlets. Additionally, many industries have their own specialized publications and trade magazines that focus on news, analysis, and trends specific to their sector.

Blogs and Digital Influencers: Bloggers and digital influencers, sometimes referred to as "influencers," develop content on various platforms like personal blogs, YouTube channels, and social media. They have a significant impact on consumer behavior.

Podcasts: Podcasts are gaining popularity as a distinctive way for individuals and organizations to connect and share information. They offer a diverse range of content, from news and interviews to storytelling and educational programming.

Streaming Services: Platforms like Netflix, and Amazon Prime offer on-demand content and have revolutionized how we watch television, demonstrating a new form of traditional TV in the digital age.

Gaming: The gaming industry has become a substantial part of the media landscape, attracting millions globally and offering novel branding opportunities.

Advertising: Advertising is essential for reaching target audiences and spans across traditional channels, digital platforms, and collaborations with influencers.

Differences between traditional and new media

There are significant differences between traditional and new media, some of which including: the audience they reach (which is correlated to accessibility factors), cost effectiveness, the timeline or production schedule and therefore speed of dissemination, adaptability, author control, analytics (e.g. tracking engagement) and lifespan.

The primary difference of traditional and new media lies in the fact that the former primarily rely on one-way communication and individuals have no means to provide feedback or engage with the material they are observing or hearing, whilst the latter is characterized by interactivity, since it enables users to share, comment, and engage in discussions with other users.

Another significant shift with the growth of digital media is the transition from the traditional 'one-to-many' communication model (typically associated with print and broadcast media) to a 'peer-to-peer' model that enables collaborative content creation and sharing. This is the result of the digitization of content, making it accessible across a wide range of devices, including radio, television, personal computers, and notably, the increasingly dominant platform for content delivery, the mobile phone. The convergence of voice, images, sound, and data in digital form is opening up new avenues for interactive experiences.

One of the main impacts of new media is the encouragement of content creation and distribution. The rise of modern digital tools made it easier for both individuals and groups to generate and disseminate content without requiring costly equipment or specialized expertise. This has resulted in an increase in various voices and viewpoints, fostering a more varied and vibrant media environment.

Besides changing how we communicate and work together, new media has also had an important impact on areas like entertainment, journalism, and education. Online news and citizen journalism have challenged the old ways of managing information and new ways to generate and share the news adjusting how people consume media.

Video:

[How to choose your news](#) – Damon Brown (TED-Ed)

Sources:

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5. Advertising



Retrieved from: <https://leverageedu.com/blog/types-of-advertising/>

Advertising is a collection of methods and strategies that capture the consumer's interest in products or services with the intention of convincing them to buy the advertised product or service, or to modify their attitudes and actions.

Advertisers nowadays are facing the challenge of navigating a complex and ever-changing environment to connect and engage with their target audiences effectively and using creativity and innovation, while respecting their privacy and values.

The latest technologies and changing consumer behaviors (evolving preferences and expectations) and the rise of platforms like Twitter, Facebook, and LinkedIn has greatly affected the field, compelling organizations/ businesses to adjust their approach to engaging with their customers, by incorporating digital and social media as a vital and inseparable part of their marketing strategies. Their aim is to create more personalized, relevant, and engaging advertising experiences.

Evolution of Advertisement Over the Years

The landscape of advertising has undergone substantial transformations over the years. In its early stages, advertising was primarily confined to newspapers and handbills (also known as flyers).

where brands used eye-catching basic text and illustrations to promote their offerings. However, with the advent of the radio in the 1920s and 1930s, a new road opened up. Brands began sponsoring entire shows, leading to terminologies like "soap opera" due to the frequent sponsorship by soap companies. The 1950s and 1960s marked another pivotal shift with the rise of television. TV commercials adopted more sophisticated techniques, incorporating tunes, celebrity endorsements, and engaging narratives to capture the audience's attention.

The digital revolution in the 1990s introduced the world to the internet, signaling a new era of online banner ads and email marketing campaigns. Google's AdWords in the early 2000s further revolutionized the space, enabling **targeted advertising** based on user search queries. In the 2010s the rise of social media platforms offered brands unique ad formats to directly engage with consumers in their feeds. Today, the advertising world is characterized by personalization, influencers' collaborations, and immersive experiences, thanks to technologies like Augmented Reality (AR) and Virtual Reality (VR).

Types of Advertising:

Businesses use several advertising methods to connect with their intended audience or to inform the general public. Some of the most prevalent advertising types, are the following:

Print Media Advertising (*national, or local print media, like Newspapers, Magazines*)

Display Ads (*i.e. digital advertising that allows you to buy ad space on selected websites to target specific demographics according to your SEO needs*)

Television Commercials (*use sight, sound, movement, and colour to encourage customers to buy*)

Social Media Ads (*unpaid posts on a business's social media profiles and paid/ sponsored ads that target specific audiences*)

Outdoor Advertising (*banners and signs promoting different brands - Billboard advertising*)

Radio and Podcasts Advertising (*Vocal promotions*)

Video Ads (*short promotional videos or GIFs at the beginning of a video on YouTube or other*)

Email Marketing (*reaching out to existing customers and encouraging them to sign up for promotional sales or a newsletter*)

Mobile Advertising (*advertisements on social media, websites, or within applications available via any mobile device with internet access*)

Contextual & Targeted Advertising:

Contextual advertisements are presented in connection with particular content rather than focusing solely on individual preferences. Target advertising on the other hand, targets a specific audience, based on the characteristics of the product or person being promoted. This has led to highly tailored advertising, utilizing extensive data points collected for each individual, potentially enhancing the understanding of a person's exposure to persuasion more than ever before. This approach, being increasingly automated and sometimes appearing independently of the particular content at hand, can lead to concerns for brands as they may become associated with undesirable content, such as hate speech and misogyny, due to algorithmic operations that are “content-blind”.

Advertising and Consumer Behavior Interplay

Advertising plays a pivotal role in shaping consumer behavior. It serves as a tool to introduce consumers to new products and ideas, creating awareness. Going beyond introduction, effective advertising strategies can persuade consumers, changing their attitudes and fostering brand loyalty. Emotionally resonant ads can establish deeper connections between the brand and its audience, while informative ads assist consumers in their decision-making processes by highlighting product features and benefits.

On the other side, consumer behavior significantly influences advertising strategies. Individuals are dedicating an increasing amount of their time seeking information on products and services, interacting with fellow consumers to share their experiences, and engaging with businesses. Brands constantly collect feedback from consumers to refine their advertising approaches. Negative feedback can lead to the withdrawal or modification of ad campaigns. Moreover, advertisers tap into prevailing cultural trends and values to ensure their ads resonate with the contemporary consumer.

In today's digital age where information is abundant, and privacy and ethical considerations are evolving, the advertising has transformed considerably. As consumers become more politically, socially and environmentally conscious, brands are required to adopt ethical advertising practices, ensuring authenticity, transparency, and cultural sensitivity.

Videos:

[The History of Advertising in 60 Seconds](#)

[What is Advertising?](#)

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6. Technologies in media

The various means of conveying information existed from prehistoric times. By the turn of the 21st century, after the invention of computers and the internet, more interactivity emerged, and interfaces became more user-friendly. Social media became widely spread among people whilst the most recent technological evolution incorporates the use of Artificial Intelligence (AI) and blockchain technology.

The wide variety of tools, systems, and technological innovations that are used in the generation, distribution, storage and consumption of media content, have had a profound impact on the consumers' behavior and expectations.

Such key emerging technologies affecting media, are:

Mobile Devices: The production of smartphones and tablets has made it easier for consumers to access media content and for creators to produce content via these devices.

Social Media Platforms: Social media networks like Facebook, Twitter, Instagram, and TikTok, offer the space for sharing and consuming user-generated media with features, formats, and trends.

Virtual Reality (VR): It creates immersive, computer-generated environments that users can interact with, having applications in gaming, education, culture/art and entertainment amongst others.

Augmented Reality (AR): It is an interactive experience that uses computer-generated content to enhance the real world, through devices like smartphones or AR glasses. It's used in apps, gaming, education and training.

Artificial Intelligence (AI): enable automation, personalization, and data analysis in media content creation, recommendation systems, and customer interaction. AI technologies are used in content recommendation systems, chatbots, and data analytics to enhance user experiences and content delivery.

Blockchain Technology: It can be used for secure digital content distribution. It is used for content authentication, ensuring the integrity and ownership of digital assets, particularly in the context of digital rights management and cryptocurrencies.

5G Technology: It significantly improves mobile data speeds, enabling faster streaming and more immersive media experiences. This provides endless possibilities to content creators, developers, data experts and multimedia marketers.

Digital Cameras and Video Equipment: Digital cameras and video equipment have replaced traditional film cameras, making it easier to capture high-quality images and video.

Video Conferencing and Remote Production Tools: Tools like Microsoft Teams and Zoom and remote production equipment have become essential for live broadcasts, interviews, and collaborative content creation.

(Live) Streaming Platforms: Platforms like Netflix, Amazon Prime, and Spotify have transformed how we access and consume media content by offering on-demand streaming services. Platforms like OBS Studio and Streamlabs enable live streaming of video content on services such as YouTube, Twitch, and Facebook Live, providing real-time interaction with audiences.

Podcasting Tools: Software and hardware tools for recording, editing, and distributing podcasts have made it easier for individuals and organizations to produce audio content, providing a platform for long-form audio content on a wide range of topics.

Wearable Technology: Devices like smartwatches and fitness trackers offer new ways to access and interact with digital media on the go.

Sources:

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6.1. Use of new media technologies in society.

New media technologies have become integral to society, reshaping how information is created, shared, and consumed. The ubiquity of digital platforms has enabled rapid dissemination and access to information, with social and digital marketing offering significant opportunities for organizations through lower costs, improved brand awareness, and increased sales. Media consumption patterns have evolved, with a shift towards online and social media platforms.

The coexistence of print media, broadcast media (radio and television), the Internet, digital devices, and social media is fostering an environment where content is not just passively consumed but actively produced, shared, and engaged with by citizens. This shift has given rise to a participatory culture where individuals, often referred to as "prosumers," contribute to information creation, dissemination, and interaction. The introduction of new information and communication technologies has opened up opportunities for increased audience involvement in sharing knowledge and has encouraged active participation in social and sustainable development. The ongoing discussion revolves around the potential for further enhancing these positive aspects and addressing associated challenges.

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6.2. Challenges and risks in the virtual world.

Although new media has provided numerous advantages and opportunities, it also introduces a range of challenges and obstacles that require attention and resolution. Some of these challenges are listed below.

Illegal content: any digital material that violates laws, regulations, or ethical standards, e.g., distributing copyrighted material without permission, or disseminating explicit and harmful content.

Lack of verification of content: Content might be partial, biased, or inaccurate. The vast amount of data generated each day leads people to struggle with the challenge of recognizing what is authentic, what is deceptive, and what remains uncertain. These contradictions become increasingly apparent between the abundance of accessible information and the actual meaningful utilization of this wealth of data.

Misinformation & Disinformation (fake news): A significant and growing proportion of the information provided via media consists of content classified as "misinformational" and "disinformational", encompassing a considerable amount of misleading information. In a media world full of both accurate and misleading information, the task of separating fact from false information becomes increasingly complex. Common categories of misinformation and disinformation include: Misleading Content, Impostor Content, Fabricated Content, False Connection, False Context, Manipulated Content, Conspiracy Theories etc.

Encouragement of harm: Risk of being exposed to websites/platforms that are inciting users to harm themselves (e.g. websites promoting suicide or anorexia).

Violation of human rights/ defamation: Due to the veil of anonymity on the internet, hostility towards specific population groups or individuals can quickly spread.

Inappropriate advertisement and marketing: dissemination of misleading, offensive, or deceptive promotional content that may exploit users, violate ethical standards, or breach advertising regulations.

Privacy issues: Once content is published on the web, it can rapidly spread globally, reaching a vast audience. However, many individuals may not fully grasp the immediate and long-term consequences of sharing texts and images they might later regret making public. Data stored on servers or platforms can be accessed by others, and individuals may underestimate the potential vulnerability of their personal information. It's crucial for internet users to have a deep understanding of the digital environment they operate in, including privacy considerations. Even data collected without explicit input can be exploited (e.g. by data harvesters or malicious hackers).

Generally, participating in the ever-evolving information and communication ecosystem holds significant influence, as it can extend its reach far and wide. Notably, cultural expressions and/or global events can profoundly shape the local media landscape, potentially leading to the unequal treatment and marginalization of specific groups, societies, or regions within the communication ecology.

In conclusion, emerging technologies, such as Artificial Intelligence (AI), Virtual and Augmented reality, robotisation, the Internet of Things, datafication and phenomena such as misinformation and disinformation, polarization, have led to new and increased digital literacy requirements, since their prevalent influence on our daily lives demands a higher level of competence in navigating and making informed decisions in the digital realm.

Videos:

[How the media shapes the way we view the world - BBC REEL](#)

[How false news can spread](#) – Noah Tavlin (TED-Ed)

[Real News vs. Fake News](#) - UofL Research Assistance & Instruction

Sources:

1. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4387353

- UNESCO, 2021, Media and Information Literate Citizens, Think Critically, Click Wisely, Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000377068/PDF/377068eng.pdf.multi>

7. Concepts and application of information literacy, digital information literacy



Retrieved from: <https://www.rcs137.org/Page/324>

The concept of Media and information literacy (MIL)- which embodies elements of information, media, and digital technologies- focuses on the role played by content providers in our daily lives, in fostering sustainable development, and in safeguarding democratic principles. It advocates for individuals' rights to communicate, express themselves, and access information and ideas while also promoting the critical evaluation of content providers and their offerings. This evaluation considers factors such as how content is created, the messages and values it conveys, as well as its target audiences and intended purposes.

Today it is vital that we cultivate a new understanding of media, how and why information is generated and disseminated, both offline and online, where it comes from and who is targeted. Being capable of making informed decisions by critically and effectively engaging with media and information aiming to maximize potential and minimize their potentially harmful impact, incorporates a set of skills that are more crucial than ever.

This interrelated set of competences which are crucial for all citizens regardless of their age or background, in an international level include:

- understanding digital technologies, online platforms, and tools.
- the capacity to assess the credibility, relevance, and accuracy of information from a variety of sources and the verification of the accuracy of claims or information (i.e. fact checking & verification)

- the ability to navigate the online world effectively.
- the understanding of how media messages are constructed, disseminated, and interpreted and recognizing the potential for media outlets to present information with partiality or bias, enhancing one's ability to critically analyze media content (e.g. news, advertising, and entertainment).
- the enhancement of a critical thinking attitude by evaluating information and media content with an open, reflective, and analytical mindset.
- the respect of copyrights, acknowledging sources, and avoiding the dissemination of false or harmful information.

Media information and digital literacy allows individuals to:

- distinguish the differences between traditional and digital media, by understanding the impact of algorithms and social media on information consumption and practicing responsible digital citizenship.
- search, retrieve, and utilize (digital) content.
- critically evaluate news articles, reports, and other media content and identify media biases, propaganda, and manipulation techniques, promoting a more discerning approach to media consumption.
- question what they encounter, assess the quality of sources, and consider different perspectives before forming conclusions or sharing information and distinguish between reliable and unreliable sources, make informed decisions, and form well-founded opinions.
- cross-reference data from multiple trustworthy resources to confirm its accuracy and prevent the distribution of misinformation.
- engage with media content in ways that do not violate intellectual property rights and promote transparency.

- approach information with a critical eye, considering the perspectives and intentions of the sources they engage with.

In summary, media literacy, information literacy and digital literacy education combined, highlight skills centered on inquiry and the capacity to engage effectively with various forms of content and content providers, regardless of the technologies they employ.

MEDIA AND INFORMATION LITERACY KNOWLEDGE, SKILLS, AND ATTITUDES



Retrieved from: <https://bit.ly/3FNaY6k>

Video:

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[What is Media Literacy? – Simone Wagner](#)

[YouTube channel:](#)

[MediaSmarts | HabiloMédias - YouTube](#)

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8. Media in the global context



Retrieved from:

<https://www.coe.int/en/web/freedom-expression/-/supporting-quality-journalism-through-media-and-information-literacy>

The media in a global context are the several forms of communication, information dissemination, and content development that exceed national or regional boundaries. They encompass the way news, entertainment, and information are produced, shared, and consumed on a global scale. They connect people around the world and provide a platform for the exchange of ideas, information, and entertainment on an international scale. Therefore, they play a critical role in shaping how individuals perceive and interact with the world, and they have a considerable impact on culture, politics, and society.

Global citizenship (education) and media & information

The idea of global citizenship implies a sense of belonging to a larger worldwide community and shared humanity, highlighting the interconnectedness of political, economic, social, and cultural aspects across local, national, and global levels.

Global citizenship education in relation to media and information aspires to be transformative, equipping learners with the knowledge, skills, values, and attitudes necessary to contribute to a more inclusive, ethical, and peaceful world urging individuals to be active digital citizens. It employs a multifaceted approach, drawing on concepts and methods from various domains, such as human rights education, education for sustainable development, to advance common objectives.

There are divergent and overlapping “publics”, as well as “mini-publics” around the world who can quickly form and be informed from different sources. It is not always possible to know precisely who is reading, viewing, listening to, or engaging with content, as reactions, comments, images, etc., may go “viral”, be disregarded, or may be misinterpreted. They may be blended, altered in different contexts and combined with other elements (e.g. different audiovisual aspects). These factors are affecting content creators and consumers around the world.

The dynamic, far-reaching, and influential engagement within the information and communication ecosystem is a fact. The involvement in this rapidly evolving media environment can have profound and widespread impacts. This is especially significant as specific cultural forms/expressions and global events can strongly influence the local media landscape. This, in turn, has the potential to disproportionately disadvantage and marginalize certain groups, societies, or regions within the information and communication ecology. Individuals inevitably have concerns about the kind of world they witness, contribute to, and inherit.

Sources:

UNESCO, 2021, Media and Information Literate Citizens, Think Critically, Click Wisely, Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000377068/PDF/377068eng.pdf.multi>

9. Wrapping Up

The progress of digital technology has led to a merging of information processing and the

and content sources. Being able to extract meaning from various types of content (including text, images, videos, and interactive media), involves interpretation at both the production and interpretation levels. The same content can be perceived differently, as it can convey explicit and implicit messages, and the interpretation of such content is inherently influenced by individual biases shaped by personal experiences (e.g. determining what constitutes racism or discrimination within a particular narrative or discussion, can produce widely varying answers depending on the perspectives consulted). New media platforms can serve as avenues for both fostering solidarity and creating spaces for further discrimination, stereotypes, and marginalization.

Media content providers and mediators can undoubtedly play a constructive role in lifelong learning. To achieve this, individuals require fundamental awareness of their roles and the ability to assess the content they offer, engage with, or even generate as part of self-expression. The aim of media and information literacy is to equip content service users with this knowledge. Digital and media information literacy competences are essential for responsible and informed media and information consumption. These skills qualify individuals to critically assess, verify, and navigate the digital information realm, promoting a more discerning and ethical approach to consuming and engaging with media content.

Extending efforts beyond formal educational systems to create innovative methods of reaching and engaging people of all age groups hold on to the principles of lifelong learning and adapting to the ever-changing information landscape. Maintaining democratic societies and tackling a wide array of global challenges will, to some extent, rely on guaranteeing that each citizen possesses the ability to engage in critical thinking and make informed choices when it comes to media and information. It is of utmost importance to ensure that media, information, and digital literacy are readily accessible to all individuals.

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10. **Reflection** (*case and answer already available*) => *after the whole content of the module*

11. Resources

*A 2-5 questions small **quiz** with the correct answer (Multiple choice, True or False answers)*

12. Bibliography

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