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## What Is It

A media literate person can decode, evaluate, analyze and produce both print and electronic media. The fundamental objective of media literacy is critical autonomy relationship to all media. Emphases in media literacy training range widely, including informed citizenship, aesthetic appreciation and expression, social advocacy, self-esteem, and consumer competence. Framework of Aufderheide (1992 as cited in Koltay, 2011)

Today in the age of modern technology, there are multiple media platforms and technologies that the following sectors use:

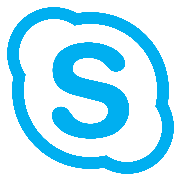
1. **Business**

Modern businesses now employ the use of social media platforms that contains tools to help them manage their business. The following are some media platforms that have these tools.

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| https://i2.wp.com/marsfallpodcast.com/wp-content/uploads/2017/09/facebook-logo-vector.png  Facebook for Business | Here are some of the tools Facebook provides to businesses:   * **Analytics**- shows page traffic. How man likes, followers, and how many people reached. * **Pages**- Feature your website, services and products, and more. Customers can also rate and write a review. * **Messenger**- Messenger allows a client to contact the business and process a transaction through the “make a payment” feature. Facebook messenger also has an automatic bot that can reply to the client. * **Business Manager-** lets you manage all the people, ad accounts, and Pages that you work with in one place. It lets businesses securely share and control access to their assets on Facebook. |
| https://i.pinimg.com/originals/ff/0e/20/ff0e20de4718fe14cdd256c81c5db771.png  Instagram for Business | Here are some of the tools Instagram provides to businesses:   * **Ad Manager**- lets a business setup an ad campaign for their products/services. Instagam lets a business set an objective, and target audience for their ads. Instagram also lets the business decide how long thier ads will run and what budget the business is comfortable with spending. * **Shops**- A customizable storefront allowing people to shop directly on business profile pages. * **Shopping Tags**- allow businesses to highlight products from their catalog in Stories and in-feed, so people can learn more. |
| http://fc00.deviantart.net/fs71/f/2014/031/c/d/twitter_logo_vector_by_oguzhanbahardesign-d74i1sd.png  Twitter for Business | Here are some of the tools Twitter provides to businesses:   * **TweetDeck**- is a dashboard application for Twitter with customizable columns for real-time tracking, organizing, and engagement. Track the user’s Twitter timeline, mentions, direct messages, trends, hashtags, tweets, and more. * **Business Account**- Let’s a business setup their online business account profile. Which helps the business, setup their brand and engage with their community. * **Ad Campaigns-** running paid ad campaigns. With Twitter Ads, brands and businesses can easily select campaign objectives that optimize towards a marketing goal. Their goals can be building awareness, showing their brand etc. |

1. **Communication**

For most people as a tool for communication, media platforms have become an integral part of their lives. From making calls to sending texts, breakups, meetings, etc. usage of these multiple media platforms has become a norm to them.



Examples of Media Platforms used for communication   
(From left to right: Facebook Messenger, Whatsapp, Skype)

1. **What a media and information literate individual can do.**

Below are some examples of what a media and information literate individual can do and helping:

* Distinguish facts from propaganda.
* Spread awareness about social issues.
* Develop communication skills.
* Get information from credible sources.
* Encourages personal and professional growth.
* Understands correct citations.

**NOTE**: Always remember these four tips on becoming a media and information literate individual.   
1. **Look at the source** make sure the information comes from a verified and reliable source. 2. **Be aware of the content** reading the content and analyzing its objectivity is a key factor in determining its credibility   
3. **Avoid sharing until you are sure** do not share pieces on social media platforms until you are aware of their origin, main idea, and sources.   
4. **Always read the content** one mistake people make is lack of reading. Try to read every single detail of the article and avoid assumptions.

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## What’s More

**Advantages and Disadvantages of Media and Information**

***To the Individual***

* **Advantages**
  + makes studying convenient for students because they can easily assess information.
  + builds and enhances professional networks. (LinkedIn, Upwork, Kalibrr.) These websites allow applicants to job hunt by sharing their personal profiles to hiring companies.
  + strengthens communication. (Skype, Viber, Messenger, etc.)
  + can be form of leisure. (Netflix, Disney+, HBOMax)
* **Disadvantages**
  + might lure people to abuse and misuse their skills when assessing the Internet, which can lead to sharing messages, images, or files that are deemed obscene and libelous.
  + can entice people to download and share copyrighted materials, such as music and movies, whether deliberately or unintentionally.
  + Can distract people from doing more important tasks because of too much time spent on watching shows or updating social media accounts, which can be a form of addiction.

***Education***

* **Advantages**
  + can improve the quality of education using different media platforms
  + motivates people to learn.
  + Makes teaching easier for educators. New learning resources can be improvised and customized for the different types of learners based on their varied aptitudes.
* **Disadvantages** 
  + Can tempt online shoppers to spend too much on children’s play things, which may not be necessary.
  + Learning how to operate or assemble a new gadget may take long and can be difficult for someone who is not adept with technology.

***Politics***

* **Advantage**
  + Keeps the public well-informed on political issues and current events. (CNN, BBC, ANC, and etc.)
  + Educates the public in the field of politics.
  + Allows ordinary citizens to express their opinion on certain political issues using the web.
* **Disadvantages**
  + Can adversely affect politics because it can be used by some to manipulate the news through social media, and use it as a black propaganda for a political rival in order to get public support or sympathy.
  + Can cause panic or confusion among the citizens if false reports about political instability are disseminated.
  + Can incite the public to rebel against the government and engage in violent acts.

***Economy***

* **Advantage**
  + Can promote tourism, which can provide tourism, which can provide employment opportunities and attract potential investors
  + Can educate people who are interested to try other forms of investments and look for business opportunities. (The Business Mirror, Wall Street Journal, and Financial Times)
* **Disadvantages**
  + Can cause panic or chaos if underground or inaccurate reports about the status of the economy are published.
  + Can be used to take advantage of the people who have inadequate knowledge about economic policies and programs.

***Society***

* **Advantage**
  + Allows people with the same interests to develop camaraderie and interaction. (Instagram, Pinterest, Flickr)
  + encourages people to have more productive hobby. (Asian Food Channel, Lifestyle)
  + updates people about the latest fashion, lifestyle etc. (E! Entertainment Television, Buzzfeed)
  + encourages people to build support groups engaging in various advocacies. (Facebook, Twitter)
* **Disadvantages**
  + Distracts users because they are always preoccupied updating or viewing their social media sites.
  + Exposes people to the concept of materialism and worldliness because of the variety of advertisements posted.
  + People may lose their allegiance to our nation due to criticisms posted online.

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