

Role of Media Literacy in Educating Youths

When it comes to mass communication the only possible way is the media. Media is used everywhere and is associated with every aspect of human life. It describes the various ways through which we communicate in society. Media is not always on our side, misuse of media is very common in today's world which is impacting all of us especially the educating youths. Hereby, proper use of media requires media literacy which enables an individual to be decisive about relevant and irrelevant content and responsible with the wide range of exposure that we receive from media.

Media's influence has given rise to a different genre of communication where information is easily relayed. Whether its news, messages, advertising or entertainment media has rapidly evolved itself to provide every facility we need. Therefore, the media is widely spread all over the world and in every aspect of our life. Almost all the people in the world have once crossed their path with the use of media in their lives. Honestly speaking, this level of dependence on the media is not considered ethical as this dependence and availability is leading to the misuse of media up to a great extent.

Media literacy here plays a vital role to minimize the misuse of media. Educating youths are the main user of media and they gain information from a wide array of sources. The sources are not always valid or appropriate. The digital age has made it easy for anyone to create media. So, the source of information in a particular media is not always true as the data can be manipulated by an individual or group of individuals.

Media literacy promotes critical thinking. The youths today tend to believe whatever they read or hear. Media literacy teaches them to evaluate media and give a second thought to what they read or heard. An image, and the way it is presented, can be biased and influence us to take a particular stance on a matter. Therefore, we need to view the media objectively, with a goal to find out what is being presented. Media literacy makes the young generation able to make informed decisions on the basis of the information received from the media with their own critical judgements.

Every creator has a perspective. Media literacy helps in identifying creator's point of view from different perspective. It prevents the educating youths to grasp a wrong or negative perspective about what they read or heard in the media. As an informed reader, you should always be able to analyze the key piece of information and decipher the messages being conveyed. Are the messages helpful or are they just influencing and trying to change our thoughts, always be careful about this. Before exploring any media and grasping onto something one should always check credibility of the source. Media literacy teaches individuals to be more confident to evaluate what is right and what is wrong.

There comes responsibility with the wide range of exposure that we receive from social media. Without media literacy false information would gain more power making social media and its users more vulnerable. False information is everywhere, many educating youths face this problem of grasping false information which later on harms them. Media literacy acts as a teacher to help us be aware and informed about the fake stuff we are going through. Media is not only a platform from which we gain information, we also can share our thoughts and ideas. Media literacy allows an individual to express themselves in a proper manner to their profit without harming others emotions while using media for their benefit.

Communication is a key factor for our survival. Media is the source of mass communication and today is pervasive in every aspect of human life. To control or minimize its impact in educating youths media literacy plays its role. It teaches us to consider the purpose of the information we are viewing, the credibility of the source, as well to draw a conclusion about the viewpoint or perspective being highlighted while using various forms of media.