

Chapter 1

Media Literacy in the Digital Age: Literacy Projects and Organizations

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ABSTRACT

Time has come to equip people communities around the world with digital and media literacy skills. In order make informed decisions, people need ability to access, analyze and engage in critical thinking about the daily messages they receive on a variety of issues such as health and politics. Today's "connected homes" provide people access to latest information and communication technologies. To become an effective participants in the information society of 21st century, people need not only acquire the multimedia skills but also the ability to use these skills effectively. One way this can be achieved is by including digital and media literacy in formal education. The objective of this chapter is to examine the media literacy programs working across the world to equip citizens to analyze and evaluate incoming information. In addition, the chapter provides some specific recommendations to bring digital and media literacy education into formal and informal settings.

INTRODUCTION

During 2009-2010, Ukrainian people saw an unusual set of bulletin boards in a collection of public places. "The person who uncovers that which was hidden—that's a real journalist," read one, against an image of a curtain being pulled back to reveal the word "truth." Another, showing different colored pens writing different letters and numbers, declared that "True news means various views on a single event." These billboards were a rare attempt to teach concepts of media literacy directly to a population at large, that is, anyone who happened to be passing by. The target was the practice of what Ukrainians call *jeansa*, or hidden advertising, in which a company or politician pays money to a media outlet to get a puff piece, presented as real journalism (Burgess, 2013).

DOI: 10.4018/978-1-5225-3417-4.ch001

Handbook Of Research On Media Literacy In The Digital Age

Karin Nielsen-Saines



Handbook Of Research On Media Literacy In The Digital Age:

Whispering the Secrets of Language: An Emotional Quest through **Handbook Of Research On Media Literacy In The Digital Age**

In a digitally-driven world wherever monitors reign supreme and instant interaction drowns out the subtleties of language, the profound secrets and emotional nuances hidden within phrases usually go unheard. Yet, nestled within the pages of **Handbook Of Research On Media Literacy In The Digital Age** a charming literary prize sporting with organic feelings, lies an extraordinary journey waiting to be undertaken. Written by a skilled wordsmith, this marvelous opus invites viewers on an introspective journey, gently unraveling the veiled truths and profound influence resonating within the very cloth of each word. Within the psychological depths of this emotional review, we will embark upon a genuine exploration of the book is core styles, dissect their charming writing style, and yield to the strong resonance it evokes heavy within the recesses of readers hearts.

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