

What is media literacy?

1. What is media literacy? Choose the correct definition.

- a) Media literacy is the ability to only consume media from sources that align with your preconceived beliefs and values and to dismiss any opposing views as "fake news."
- b) Media literacy is the ability to blindly accept and consume all media messages without questioning their credibility or intent.
- c) Media literacy is the ability to access, analyze, evaluate and create media in various forms in order to empower individuals to be critical thinkers, responsible consumers and creative producers of media content.

2. Why is media literacy important? Choose the correct answer/answers.

- a) Media literacy is important because it helps individuals become critical thinkers and active participants in the media they consume, rather than passive receivers of information. This allows individuals to better navigate the vast amount of information available and make informed decisions.
- b) Media literacy is important because it helps individuals recognize and understand media biases and propaganda techniques that can manipulate public opinion. By being able to identify these tactics, individuals are better equipped to make informed decisions and form their own opinions.
- c) Media literacy is important because it can help individuals develop digital literacy skills and understand the potential risks associated with online activity. This includes understanding how to protect personal information and navigate digital platforms in a safe and responsible way.

3. What are the components of media literacy? Choose the correct answer/answers.

- a) The ability to access media: This involves having the necessary tools and skills to find and use different types of media, such as books, newspapers, websites and social media platforms.
- b) The ability to analyze media: This involves critically examining media messages and identifying the different elements that make up the message, such as the intended audience, the purpose, the tone and the use of persuasive techniques.

- c) The ability to evaluate media: This involves assessing the credibility and accuracy of media messages by analyzing the source, the evidence and the overall quality of the information presented.
- d) The ability to create media: This involves using various forms of media to express ideas and communicate with others, such as writing, video production, podcasting and social media posting.
- e) The ability to act responsibly: This involves understanding the potential impact of media messages and using media in a responsible and ethical manner, such as avoiding hate speech, respecting intellectual property rights and protecting personal information.