



Media Literacy: Is its importance known?

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Abstract

It is a pity that the reigning problem of lack of ethical professionalism on Media has brought the public to an extent of having a craving to the knowledge of Media. It is high time that the public and especially the children should greatly be provided with knowledge in order to determine well, as to which medium program, news and alike is effective for them to choose, due to the rapidness of misinformation, fake and unethical information existence in the Media. Even though, this has been taken into consideration by some, still others are not well aware of the impact that it can bring. Currently, with the higher technology of Artificial Intelligence/ AI, more of related concerns of malformation and disinformation have been appearing in the world of Information and Communication. For example; on the area of election campaigns. This fact, has caused problems of eroding trust in information, especially to most social media platforms, thus weakening the Media Industry.

This article has established the theoretical foundations of international communication organizations concepts, in relation to a qualitative-descriptive analysis method from journals, research papers and articles to clarify on what it means by finding measures to overcome the problem, through Media Literacy; through observing facts from different nations and how they have been thriving to create awareness of its importance, despite the challenges and the slow pace of its accomplishments.

However, it is heartwarming to notice that the efforts are being generated further in different ways through different countries, as findings indicates that although Media Literacy has not been a priority from few years backwards; as the problem of disinformation continues to be widespread, especially with the introduction of AI, a number of countries are opting to Media Literacy.

Keywords: Media Literacy, Media Literacy week, the public and children, misinformation and Disinformation