**Topic 1: Information and Media Literacy**

**What is Information?**

Data that is(1) Accurate and timely, (2) Specific and organized for a purpose, (3) Presented within a context that gives it meaning and relevance, (4) can lead to an increase in understanding and decrease in uncertainty.Information is valuable because it can affect behavior, a decision, or an outcome. A piece of information is considered valueless if, after receiving it, things remain unchanged.

**Information and Media Literacy**

**Definition**

* Media literacy(knowledge) implies having access to the media, understanding the media and creating/expressing oneself using the media."
* The ability to access, analyzes, evaluate, and communicate messages as knowledge about how the media function in society … understanding cultural, economic, political, and technological on the creation, production, and transmission of messages. Other definitions have included learning the formal features of media, critically processing media content, and comparing that content to reality, all definitions emphasize specific knowledge, awareness, and rationality, that is, cognitive processing of information. Most focus on critical evaluation of messages, whereas some include the communication of messages. Media literacy, then, is about understanding the sources and technologies of communication, the codes that are used, the messages that are produced, and the selection, interpretation, and impact of those messages.

**Introduction**

The concept of literacy includes visual, electronic, and digital forms of expression and communication. Modern literacy has broadened in scope, as it is tied to technology and culture, and the ability to become and remain literate requires a long term commitment.

Media Literacy, a study that emerges around the 1970s traditionally focuses on the analysis and the delivery of information through various forms of media. The term Information and Media Literacy is used by UNESCO. It is also defined as Information and Communication Technologies (ICT) in the United States.

Information and Media Literacy (IML) enables people to understand and make informed judgments as users of information and media, as well as to become skillful creators and producers of information and media messages in their own right.

MIL combines media literacy and information literacy under one umbrella term, and includes a combination of competencies. Media literacy emphasizes the ability to understand media functions, evaluate how they are performed and use them for self-expression, while information literacy emphasizes the importance of access to information and the evaluation and ethical use of such information.