

**Online Training on “Media Literacy”
20-24 February 2023**

Media literacy education is a key 21st century skill, which teaches students to apply critical thinking to media messages and to use media to create their own messages. Media literacy is crucial to the health and well-being of learners, as well as their future participation in our democracy's civic and economic life. The ability to analyze and evaluate various types of media and the messages they convey is referred to as media literacy. In today's world, media is an integral part of our daily lives. Nonetheless, many people lack the knowledge and critical thinking skills required to understand and interpret information, and some are unaware of how media sources influence their opinions and decisions. Reviewing media literacy definitions, terminology, and real-world examples can help one improve their ability to decipher meaning.

Media Literacy fosters active inquiry and critical thinking about the messages we receive and create. It broadens the definition of literacy to include all forms of media and cultivates informed, reflective, and engaged citizens, which are essential for a democratic society. Media Literacy affirms that people use their individual skills, beliefs and experiences to construct their own meanings from media messages.

In light of the importance of media literacy in the field, CIET-NCERT in collaboration with the Department of New Media and Information Technology, Indian Institute of Mass Communication, plans to organizing a five hours online training on “**Media Literacy**” from **20-24 February 2023** from **4.00 pm-5.00 pm** to leverage the understanding of teachers, students, teacher educators, administrators and various stakeholders on media literacy and its impact on teaching-learning processes.

The details of the sessions to be covered, are stated as under.

Day & Date	Title of the Sessions	Resource Persons
Day 1: Monday 20 February 2023	Media Literacy: Policy Perspectives, Concept, Need and	Prof. Sanjay Dwivedi, Director

	Scope	General, IIMC Prof. Anubhuti Yadav, Head, Department of New Media & Technology, Indian Institute of Mass Communication Dr. Angel Rathnabai, Assistant Professor, CIET- NCERT
Day 2: Tuesday 21 February 2023	Media Literacy: Competency and Skills	Prof. Anubhuti Yadav, Head, Department of New Media & Technology, Indian Institute of Mass Communication
Day 3: Wednesday 22 February 2023	Advertising Literacy	Dr. Kulveen Trehan, Assistant Professor, USMC, GGSIPU
Day 4: Thursday 23 February 2023	Teaching Learning in Media and Information Literacy	Prof. KS Arul Selvan, Director, School of Journalism and New Media Studies, IGNOU
Day 5: Friday 24 February 2023	Media Literacy and Non-Violence Communication	Dr. Vedabhyas Kundu, Programme Officer, Gandhi Smriti

Coordinator:

Dr. Angel Rathnabai, Assistant Professor, Central Institute of Educational Technology (CIET),
NCERT, New Delhi.

Certification:

A post session quiz will be conducted and the participants scoring 70% and above will be certified.

Event Page:

All information regarding this event is accessible at: <https://ciet.nic.in/otml.php>