WHAT IS MEDIA LITERATURE?

 All people want to communicate with another person. We communicated with fire, pigeons, mail, Morse codes and much more communication ways. Nowadays, we’re communicating with media and media literature is one of the most important necessity of today’s people. But if we want to understand the media literature, we need to know what is media and literacy.

 Media is the main means of mass communication (Broadcasting, Publishing and the Internet) regarded collectively. As you can see, we are using media in every time.

 Literacy is the ability to read and write.

So what is media literature?

 Media Literature is the ability analyzing, consideration and transmitting messages which gained from mass communication tools. Nowadays, media literature is mostly about to analyse the media. Media literature contributes to read media messages correctly and create own media messages. The main aim of media literature is read media messages correctly, describe the media’s trueness or fictionality to person and warn the people for media’s management ability for their opinions. So media literature aims to educate people to read the media messages correctly and make criticism for the media messages.

 Media literature is getting more and more important because media has two variations; one is the educative media and the second one is the harmful media. Educative media is the media that educates useful information. The harmful media is educates harmful information and can control your opinions. In some countries, media literature became mandatory and permanent lesson for elementary schools, middle schools, high schools and universities.

 Children are so sensitive to useful and harmful information. Harmful information can damage children’s mind and social life. And eliminate media’s harms, media literature is necessary for eliminate harms of media. Media literature societies and foundations are so effective in World’s leading countries such as Japan, France, Germany and USA. We’re waiting serious improvments for importance and awareness from Turkey’s government and leading foundations and societies.

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