

Impacts of media literacy to enhance right to know and access to information: democracy perspective

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Abstract- The aim of this paper is to insight how the concept of media literacy important for enhancing democracy. To study that, continuously have a dialogue with professionals' concern area through looking at ways in which the media and media contents promote democracy in the knowledge competitive scenario. The study basically used methodology of literature review whilst in the case study manner, but the study is not limited to one geographical area or subject. Therefore, aim of the study was to see how media literacy is serving right to know and access to need information in the democratic ways. So, it has shown during the study period that, the media literacy was highly influenced democracy through rich media contents while enhancing the skills and knowledge of the people. Therefore, to meet that purpose the study was mainly concerned to find how the media literacy process' attribute which access, analyze, evaluate, create and participate with media contents to gain the required skills and knowledge to enhance democracy, are needed. And, finally it has identified that media can ruin the democracy but people are well-equipped with skills and knowledge in media literacy that process is not easy mission.

Index Terms- Literacy, Media Literacy, Information Society, Knowledge Marketing, Information Science, Knowledge Management, Media Resources, Media Communication, Information Democracy, Information Politics

I. INTRODUCTION

One of the common words in the present society, discussing is literacy and it is denoted differently as well. But, early literacy meant to be effective as a speaker and a listener to achieve social power and influence. However, this scenario has changed once print books were introduced because in that time literacy expanded not only to speaking and listening but also other skills such as reading and writing. Anyhow, nowadays the phenomenon of literacy has been drastically changing due to boost development of ICTs and communication channels. Same, digital devices in mass media, communication channels in social media, popular culture with digitization are influencing to the concept of literacy in particular to the media literacy. Therefore, it is very important today to facilitate to gain require skills in the media literacy for nation by any government. Equally, it is important to identify how those skills use effectively and safely to protect democracy to enhance equal values to right to know and access to information. Thus, as a result of competitive knowledge based society and complex and advanced technologies in ICTs to promote democracy through information commodities more important and value added than before. The

situation has become more advantage than before with web 2.0 and 3.0 that renaming of most of the products and services into digital. By considering, all these circumstances, it is understood that nowadays right to know and access to information become the most discussed topics in the information economy.

Advancement of ICTs and print media into digital media lead the information hub towards to the knowledge hub as a result the term media literacy buzzes the literacy arena more powerful and popular. So, the media is now not a middle class represented commodity that belongs to all levels. Further, it showcased by many professionals in various field that information economy atmosphere media equally treat all consumers than the print media therefore it is a democratic right to create a path to gain skills and knowledge in media literacy. For an example, media literacy creates opportunities for nations equally use and share information contents without any race, caste or any obstacles. For that, the contents in the media itself enhance new knowledge development in a broader way. Therefore, setting of environment to gain both skills and knowledge thru inspiring media literacy is absolutely crucial.

II. BACKGROUND OF THE MEDIA LITERACY

Media literacy is in general a set of skills that can gain from media services and resources. However, this general phenomenon has already been changed due to a huge expansion of information platforms and explicit areas of knowledge. Thus, knowing what forms of media services and resources, create and their literary, mean is essential to absorb required knowledge. In the knowledge competitive advantage, it has seen that tremendous services and resources are introducing with complex media. How rich and complex media change the information and communication platform show that in the 18th and 19th centuries the world was controlled by rich nations with power but today that trend has been changed towards to information commodities. Information commodities with rich media have the power to uplift or even tarnish a nation or an organization by sharing a piece of complex information. It has seen that right now in many continents of the world their power and healthy situation has just changed as a result of small image via social media. The trends further advance with very sophisticated tools in ICTs. However, the most important fact is that information consumers have privilege to entertain those media contents in free of charge. So, someone can appreciate that media contents may protect democratic rights because those contents are given opportunities to edit, share, and even re-published with own thoughts and comments. So, it has privileged to mention that humans entertain their rights in many ways like a piece of information. As a result,

it has seen that information commodities are influencing to enhance democratic rights while promoting right to know and access to information without any obstacles.

While, seen in at the background process of the media literacy the concept can identify as a framework. So, media literacy as Tornero (2008) pointed that provides access, analyze, evaluate, create and participate with varies services and resources in media. However, Carlsson et.al.(2008) mentioned that media literacy as a contributing factor for participation, active citizenship, competence development and lifelong learning. Therefore, it can say that the media literacy is skills that need to acquired thru the processes of critical thinking, problem solving, personal autonomy and social and communicative skills. Therefore, it can mention that one of the important facts in the media literacy is to create a platform to understand the role of the media and its services critically. As a result, it is understood that skills in media literacy cannot gain alone without skills in language, visual, computer as well as technology. Therefore, the media literacy is a whole combination of other skills that lead to competitive intelligence, innovation and interaction via literacy platform. How these processes run thru can depict as following under the two heading which are the media literacy process and skills gain process;

[add Figure 1- the media literacy process and skills gain process]

Access to information is widely tabled in many occasions at recently because due to information explosion and competitive advantage in information commodities. Therefore, attribute of access rests on a dynamic and social process that significantly and continually established. A wealth of information is rooting around, but no possibilities to access them is a conflict because having introduced very advance tools and systems no worth if limited accessibility is still running. So, in an environment that media functions well, no infinite access to information and knowledge, then it is violating the basic right. Therefore, to uplift the access component of media literacy that skills in listening, reading, questioning and gathering of required information are to be completed soon. For an example, one of the tools in the media wishing to promote access is the Internet which has introduced different platforms to engage with new forms of social networking, communication and mobilization. Once, completed the access segment the process the second attribute which is analytical skills have to be meet. For that has to be relying on complex and advance audiovisual media as well as print media to gain analytic competencies. So, both print and audiovisual domain are given opportunities to understand the information politics of the agencies and their characteristics, using technologies and communication, language and levels of consumers and their presentation in the society. However, sophisticated media contents are concerned nowadays the analytic skills in the Internet are highly required because to analyze in-depth understanding of the context of information and its autonomy very important because invalid or wrong information sharing may cause conflicts and lead to violence too. Therefore, while analyzing there should be an opportunity to gain skills to recognize quality and credibility in different types of media. So, freely access and gained analytic skills lead to judgment because the scope and purpose of judgment may

dispute for the evaluation process. Media contents with quality and trustworthy will be value added for final evaluation. If evaluation is done properly easy to create and promote innovative skills because lessons learned are given feedback on new creations. The more innovative process improves proactive participation, which is one of the unique features in media literacy. It is obvious that wider participation leads to accountability and transparency of a piece of information is shared.

III. IMPORTANT OF THE MEDIA LITERACY IN DEMOCRACY

Present society, competitive advantage with information commodities, is very complex and demanding therefore it has seen that in many occasions democracy is neglected. However, information and knowledge are concerned in the media environments, it is important to pressure more to enhance democracy through media contents. Therefore, following are some of the important areas that democracy can be uplifted through media literacy.

To share knowledge rich media literacy programs to strengthen active participation and raise voices of nation towards protect and promote democracy.

It is said that, the free flow of information and widely forecast awareness services to access information are vital to function a democratic society. For that, nations to actively engage and involve with such programs may create opportunities to raise their voices. Their concerns may either positive or negative; however both have to be accommodated because without knowing feedback from people cannot conclude impacts on it. For an example, a program which is introduced by the government considering uplifting its nation's attitudes towards a minor ethnic group it may influence negatively to other minority ethnic groups. Therefore, the best action is to sit together with policy makers and beneficiaries at several stages to really hear their voices on concerns. Given the situation, then nation cannot claim that democracy does not exist because most government policies and procedures are taken after the dialogue with all concern bodies. As a result, having transparency, anyone can claim to access current, accurate and relevant information and report back corrupt practices are happening. To develop and implement such a communication platform media directly assists also to bridging the gap the media literacy can play a vital role. Because, due to the skills and knowledge from the media literacy gain that can contribute towards enhance democracy of the nation. Knowing by the nation the country's happening can engage with affairs meaningfully. For that thru the regular dissemination and sharing of information from the media channels facilitate active participation of the nation in the democratic good governance process, but also promote openness, transparency and accountability in administration.

To carry continuous and proactive assessment to influence on shaping perceptions, beliefs and attitudes towards enhancing the democracy

Through information contents in the media lead to influence perception and beliefs of nation widely because not like other information channels, but in media sharing events mostly carry

audio and visual contents. Those contents insight lesson learned given the subject and other relevant rich information from other nations as well. So, such an environment media assists to change the attitudes as a result, perception and beliefs become positive. This scenario is very important as article 19 of the Universal Declaration of Human Rights, and reiterated in article 19 (2) of the International Covenant on Civil and Political Rights. That stated the right to seek, receive and impart information and ideas of all kinds, regardless of frontiers, and through any media of his or her choice also not merely a corollary of freedom of opinion and expression it is a right in and of itself. Therefore, it is seen that free and democratic society may depend if only such a situation prevail because that gives nation to participate and acknowledge others' rights.

To create opportunities for the neglected people to engage in the process of reform new policies and agendas to build a democratic society

One of the strategic should be in the democratic society that creates opportunities all the ethnic groups, including minor groups to engage in the policy making process of the government. On that process the government can introduce advocacy programs with regard to the ethnic groups' involvement to join their concerns in a proprietary manner. For that, it is also conceded that access to information, media freedom and freedom of expression are mutually supportive and equally necessary for enhancing minor ethnic groups to engage in new government policies and agendas. But, it has seen that in most of the situation this remains as a big issue even in rich media communication channels existing. However, it is a fundamental right to consider that every member of society has specific and individual needs so giving opportunities them to engage in activities in democratic way is good.

To introduce advance visual communication channels to gather needed information equally to minimize the marginal from rich to poor scenarios

Once taken action to include the entire ethnic group in the ongoing process of most of the activities of the government at the same time, it can address access to information despite of rich and poor attribute is a great achievement in the democracy. One concern those, in most occurrences in the society, nations are marginal in social status. Therefore, freedom of information can be counted as a crosscutting issue, so if not given equal opportunities to enjoy that impacts the broad spectrum of society negatively. Therefore, advanced visual communication channels can serve as a vehicle to access information and gain knowledge for different social classes and groups for their work, their interests and their lives.

To teach the importance of media literacy to enhance democracy and as a tool to for lifelong learning

Nowadays, most of the stakeholders, including higher educational institutes are take account of special programs in literacy to enhance knowledge of their consumers. To do so, it

directly impacts the buzz development and the complexity of the subject. At the same time no required skills and knowledge in literacy of the given area under discussion that is hard to fulfill due to the complexity and advancement of the information resources and sources. That further insight at presently literacy lead to the lifelong learning process because information and knowledge explosion happen very quickly. This scenario can be seen very widely among the youngest than eldest because they are equipped with advanced communication channels which given more chances to engage with. Most importantly, they create information contents and share among discussion groups and then teach themselves others by sharing their insight. This is one way of enhancing democracy among the young because they will learn how to respect others' thoughts and equally learn by commenting others.

IV. ENHANCEMENT OF DEMOCRACY THROUGH MEDIA LITERACY

A complex setting of information services and sources is concerned to empower a nation in equal rights in democratic manner first of all has to inform citizens. To enhance that reliable and trustworthy media literacy has to be exited. However, as Silverstone (2007) stated agencies in information services may regulate vast sources to ensure democracy, but the other person in a world of great conflict, tragedy, intolerance and indifference then it may questionable situation. But, positive media literacy practices may be a key factor at all levels to empower democracy because it stimulates to participate, active citizenship, competitive development and lifelong learning.

Empowering nations towards democracy thru media literacy has to be struggle with various kinds of knowledge and proficiencies. It can be recalled as a process which is consisting of accessing more media, proper skills to know media works and role to create meaningful contents and information politic of the media industries. It may argue that to promote democracy using media literacy is that not easy however it is obvious if really sort them out, source of information from tremendous data, information, knowledge and skills that feel trustworthy and extremely needed to empower democracy.

However, promoting of media literacy may face many challenges due to faster development of ICTs and media platforms, but it is seen that those challenges and obstacles can easily addressed thru awareness activities. In the awareness process it is worth to consider information censorship and information politics if not creation of wealthy information contents may ruin the information democracy. Therefore, to avoid such circumstances best option is to enhance nation's skills and knowledge on media literacy because, it shows itself that the media treats all equally. As a result, media literacy gives chances to engage in vertically and horizontally to their consumers by showing ways in which media use and opportunities or limitations express ideas. That assists the secondary users to avoid passing out of sensitive and risk contents of information that may impair to the democracy. So, it is better to drive the media literacy towards more knowledge and new skills in the area of privacy, integrity, data security and copyright aspects of media use.

Information privacy, security and copyright are huge challenge today, but a similarly very critical factor to promote and empower democracy. It is questionable that especially the younger generation who enjoy well with new technologies and media contents are not well-aware those concerned areas. Sometime, it is argued that nowadays the Internet and ICTs novelties may neglect code of ethics in media and communication because it has seen that they have already ignored those. How important this issue to be addressed that Livingstone and Haddon (2009) hindered those measures has to be taken to maximizing the potential of new information technologies and minimizing the risks of misusing them especially the youngest in web 2.0 and 3.0 environments. So, democracy in the media is concerned, entire stakeholders in the ICTs and media, including beneficiaries may have to think of correct the present situation and to take action to prevent incidents in future. However, it may not use if younger generation keeps away whatever the actions are going to be taken because they engage in most of the hour with media than policy makers and content providers. Further, it may not a witticism saying that they are the owners of promoting democracy at present through the media whilst commenting and criticizing. For an example, as Tufte and Enghel (2009) mentioned that the key roles young people play in citizen media, political freedom, freedom of expression, fair trade, HIV/AIDS prevention, in the same way, let them promote democracy thru media literacy campaigns too. Then, as Satheesh (2010) stated whose media and whose freedom become entire the world media and freedom.

V. CONCLUSION

The general concept of literacy discussed in centuries in various fields in different goals. However, media literacy concerns the strong relationship among the attribute of access, analyze, evaluate, create and participate with information commodities with media contents in particular to promote

democracy in competitive advantage settings. Thus, media literacy debates why worth nations positively participate to promote democracy in societies. Media literacy indicates that it has no power to elitist, divisive and inequality in the society if nations are skills and enough knowledge. A democratic and critical approach to media literacy will not positioned merely as selective receivers, consumers of online information and communication when skills and knowledge of the nation are comparatively high. Therefore, media literacy enhances democracy in a strategic way to involve passive to active, from recipient to participant, from consumer to citizen.

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Figure 1- the media literacy process and gain skills

