MERITS AND CHALLENGES OF MEDIA LITERACY AHEAD TO YOUTHS AND 21ST CENTURY

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Abstract: **The objective of the paper is to detail the power and dynamics of media literacy and criticize its good and bad impacts on youths. It details the benefits of Media literacy; subsequently warn the younger generation about the negativity outcome due to misleading of media. It also enumerates The Emotional and social challenges that the youth ahead and the significance of life skills for healthy habits. The importance of critical thinking behind the news consumption and literacy are highlighted.**

Keywords: Media Literacy, Youths and Challenges, Life Education and Skills.

I.   INTRODUCTION

Literacy gives us minorities the ability to read and write. Now-a-days, Most of the information reaches the public through the powerful interactive system, the Media Technology. The 21st Century should have the ability to read types of media and right to use, examine, appraise and produce Media. It is Mandatory to understand the various forms of Media such as Television, Internet, Newspapers, Magazines, Books, Social websites and video games. It became a undistinguished duty to view the reflections of media to the reality and Constructions of reality. Majorly most of the time media Produces harmful conditions of overconfidence [1]. It has been identified 569 fake news websites and 9540 fake news stories on Facebook and Twitter between January 2015 and July 2018.[2]   Kelly Y.L.KuᵃQiuyiKong et- al made a research to recognize the relationships between social media news consumption, news media literacy, and critical thinking of 1505 adolescents between 12 and 18 years of age[3]. This research work indicated the exclusive and joint variances of news consumption and literacy in predicting critical thinking in news. It also explained the approach of preparing the youth to turn into news-literate critical thinkers. The prime targets of the media are young people because they so unwittingly believe everything the media tell them from how to talk, how to dress and how to relate to others". Media literacy skills are included in educational standards of every state in language arts, Social Studies, health, science, and other subjects. Digital technology drastically changed the way in which students make use of visual materials and increased the importance of visual literacy skills [4]. According to Edward Donne stein, who is the major research interest in mass-media violence, as well as mass media policy. He has published 240 scientific articles in these general areas and serves on the editorial boards of a number of academic journals in both psychology and communication. Donnerstein states that "Media literacy skills can help you can adults by develop thinking skills, understanding how media messages shape our culture and Society, recognize, bias, spin, misinformation, lies and also evaluate media messages based

on our own experiences, skills, beliefs and values. "Media literacy is a delicate issue because that has some good and bad effects on everyone in today's society and globalization. The media has the ability to create and influence those who watch television; however, the most group that the media is targeted are children and youths. Though the Mobile, Television and internet permitted for the development of knowledge to expand globally, It also has the capability to corrupt the brainpower of the youth, Which is the area that the country to face and rectify more rapidly.

It has been established that television, internet and social media allows for children to become educated through these conventional outlets; however children should be limited to a minimal amount of television because there is correlation between excessive television, internet and an increase in BMI, which has been linked towards the causes of obesity in children. Obesity affect children's who consumes a significant amount out of television such as erratic behaviour, less active in physical activity, deprivation of sleep, mood swings, increase in laziness and increase in weight again which consents of obesity. According to kong JP, in 2010 his Journal of Society for development in new net environment in B&H." children who watch up to 3 hours of television on average, watching upto atleast 40000 TV commercial the year and developing a favourite television show or program that retain their attention. Based on the fact these impacts can lead to a significant decline in health and overall performance of youths. If these bad habits remain continuance this could lead to an unhealthy life and unhealthy habits, which can ultimately be fatal". Famous theories such as social learning theory, Control theory and Strain theory are naturally put forwarded for being directly related to media young criminal behavior so called "delinquency ".The media is the highly influenceable tool to the minorities and cultural group and addicting the youth. Consequently misleads the society to unhealthy issues.

II.BENEFITS OF MEDIA LITERACY

We are drowning information but starved for knowledge".
                    - John Naisbitt, Megatrends.

1. MEETS THE NEEDS OF STUDENTS TO BE WISE CONSUMER OF MEDIA: Managers of information and responsible producers of their ideas using the powerful multimedia tools of a global media culture.

2. ENGAGE STUDENTS: bringing the world of media into the classroom connect learning with "real life" and validates their media culture as a real environment for learning.

3. GIVES STUDENTS AND TEACHERS ALIKE A COMMON APPROACH OF CRITICAL THINKING that, when internationalized, becomes second nature for life.

4. PROVIDES AN OPPORTUNITY FOR INTEGRATING ALL SUBJECTS AREAS and

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creating   a   common   vocabulary   that   applies   across   all   disciplines.

5. HELPS MEET STATE STANDARDS while, at the same time using fresh contemporary media content with students love.

6. INCREASE THE ABILITY AND PROFICIENCY OF STUDENTS to communicate (express) and disseminate their thoughts and ideas in a wide (and growing) range of print and electronic media forms and even international venues.

7. MEDIA LITERACY "INQUIRY PROCESS" TRANSFORMS TEACHING and frees the teacher to learn along with students and becoming "a guide on the side" rather than a "sage on the stage".

8. BY FOCUSING ON PROCESS SKILLS RATHER THAN CONTENT KNOWLEDGE, students gain the ability to analyse and message in any media and thus are empowered for living all their lives in a media-saturated culture.

9. BY USING A REPLICABLE MODEL FOR IMPLEMENTATION, such as CML's MEDIALIT KIT with its 5 key questions, media literacy avoids becoming a "fad" and, instead, becomes sustainable overtime because students are able to build a platform with the consistent framework that goes with them from school to school, grade to grade, teacher to teacher and class to class. With repetition and reinforcement over time, students are able to internalize a checklist of skills for effectively negotiating the global media culture in which they will live all of their lives.

10. NOT ONLY BENEFITS INDIVIDUAL STUDENTS BUT BENEFITS SOCIETY by providing tools and methods that encourage respectful discourse that leads to to mutual understanding and builds the citizenship skills needed to excel Reading, Writing and Speaking.

III.MISLEADING MEDIA

Misleading media is one of the major problems in many countries which had been discussed by many people to try and decide what are the reasons and the effects of this enormous problem on the society. No one can deny that the media contributes to formation of ideas of the nation, and this helps to improve the country and urges the nation to progress and develop, or it can lead to either corruption, misleading and wash brain which destroys the county's rules and makes youth and people un aware from the truth. Misleading media has many causes as the absence of ethics, government rules on freedom of media and power distribution which has many effects like corruption, money, laundry, unawareness and ignorance.

One of the main causes of misleading media especially in Egypt is the absence of ethics and morality and the search for only one purpose which is profit. It can be in many ways starting from taking half truths and changing it by any means necessary to full lies. "THE MEDIA TENDS TO REPORT RUMORS, SPECULATIONS, AND PROJECTION AS FACTS..HOW DOES THE MEDIA TO THIS?" (London, January 1993). In addition to the new fashion of using bad words in media which made the society to lose their morality and ethics. People in

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the street all the doors calling each other with bad words with no shame or regret that started to be so rude and disgusting and lost their way of Civilization. Also they started talking about adult issues in most of the channels without even considering who is watching them even if their children all the care about is a lot of watchers whether they prove that or not. The enormous problem started to make people ignorant, uncivilized and wash brained. The society is failing and most people disagree with such media that cannot respect morals and ethics but media only cares for many viewers to gain money that made people also lost their respect to each other and started misleading each other to gain profit and power but also the increase of corruption which lead to many evil deeds.   However, According to Tracy Marie Scull who is The National Association for Media Literacy Education's Journal of Media Literacy Education talks about sex in her article she states, "During adolescence, young people are exposed to information about sex from a myriad of sources including mass media Adolescents frequently cite mass media as a primary source of information about sex. Somewhat surprisingly, the media far outrank parents or schools as a source of information about birth control for 15-19-year-olds. In fact, young teens (ages 13-15) rank entertainment media as their top source for information about sexually and sexual health. Unfortunately, while the media are communicating a plethora of sexual messages, many of those messages would not be considered accurate or healthy. Trustful statistics state that the Televisions doubled the sexual content since 1997.

Approximately no Media exhibit sexual content takes account of avoidance and safeguard of negative outcomes as the primary theme".

IV. EMOTIONAL CHALLENGES OF MEDIA TO ADOLESCENT

1. ITS IMPACT ON SELF ESTEEM :

Supportive online interaction on social media can increase self-esteem, with the inverse also been true. People with higher self esteem post more about their work, family and education. People with lower self esteem are most concerned about what are the people post about them, and continuously monitor their feeds and delete unwanted posts.

2. ITS IMPACT ON HAPPINESS:

Generally on social media is associated with poorer life fulfillment and happiness. Social media interaction produces dopamine. Using social media to connect the real world is positive. Overall online networking is negative for individuals.

3. DOES IT AFFECT LONELINESS AND COMPANIONSHIP?

Young adults report highest levels of perceived loneliness. Hire social media use correlates with higher level of perceived loneliness. Older people or less depressed and lonely when there active on social media.

4. ITS IMPACT ON EMPATHY:

People are influenced by the positivity and negativity in Social websites like Facebook and posts. While it might not be an emotion, our sense and empathetic abilities allow us to be affected by other people - and it isn't limited to the real world.

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LESSONS TO TAKE AWAY:

1. Limit the social media usage.
2. Use the online interactions to facilitate Real world meetings and relationships.
3. Post positively.
4. Be mindful and aware of your online environments and how they might be affecting you.
5. Don't post anything publicly which pulls you into trouble through problem creators.
6. Be aware of the limits in using it especially Females.

V.SOCIAL CHALLENGES

News affecting Social problems today

During these days the ethnic behaviour of the society, developed with reasoning by the ancestors, is not as it was .Consequently Nowadays young people are exposed to two major social problems that affect their life negatively. These problems are drugs and violence, majorly connected with Mobile, Internet and other media communications. Drug usage is an increasing problem among teenagers in today's societies. Most drug use begins in the preteen and teenage years, this year's most crucial in the maturation process. The research recognized that these problems influences the genetic structure of human beings and affects the process of transforming the skills from parent to siblings. Deliberately the younger generations are under dark zone when considering the unhealthy habits and genetic structure.[6]

The adolescence is the period where the youth are facing difficulties to find out their self identity, sexual roles, positive independence, authority and fix and plan for goals that would give their lives meaning. Now – a – days the younger generations can't imagine their life without social media which is an indication that they have dropped towards impact of social networking. It also means that you have experienced one (or more) of the time negative effects of social media on society.

The survey taken among the age group of 18 to 25 by direct method of data collection, Considering Tamil Nadu, revealed the top played games and top viewed YouTube Channels are listed in Table.1
Example: Most viewed You Tube Tamil Video is Rowdy Baby song, 100 Millions views and Top -5 Tamil you Tube Channels.

You Tube-Channel	Nature of the Video
Village Food Factory	Food
JUMP CUTS	Funny Channel
Maran-Movie review	Movie Reviews
Madan –Gowri	General
Tamil –Tec	Technology explained Simply in Tamil

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Considering Globally, Pewdiepie is most viewed YouTube Channels with 10 Crores subscribers, recently discussed about the Tips to win games earns $15M/Annum. Surprisingly all are Entertainment video, not meeting the objective of the father of Media literacy John Culkin, Centre for Media Literacy who stated"*The Attainment of (media) literacy involves more that mere warnings about the effects of the mass media and more even than constant exposure to the better offerings of these media. This is an issue demanding more than good will alone; it requires understanding and training in understanding is the task of the school!"* [7]. The above stated core objectives of Professor John Culkin are under Criticism.

Do you spend more than 2 hours per day on social media?

Spending too long on social networking sites could be adversely e affecting mood. In fact, we are more likely to report poor mental health, including symptoms of Anxiety and Depression. Before it was that the people and leaders have healthy space for face to face criticism. However, now, anyone can bull at anybody and criticize publicly leads to unrecoverable damages to individual or group if it was made without evidence and done intentionally. Today everyone knows what cyberbullying is, and most of us have seen what it can do to a person. Incense screens head offices you have been be a jerk on sites like Reddit without realising it.

Table: 1. List of frequently used Games and YouTube – Channels.

S.No	Games	YouTube -Channels
1	PUB G	MIC –SET
2	Free fire	TAMIL-MOJO
3	Carrom	5mst-Crafts
4	Criminal Cash	Eruma sani
5	Clash of Cands	Black-sheep
6	Temple Run	Nakkalets
7	Subwaysub	Laughing soda
8	Vector	Asish-Chan-Chan
9	Dr.Driving	Mr.Tamilazha
10	Dead Trigger	Kollwood Talks
11	Prison Escape	India Glitz
12	Net Target	Arivu Theeni
13	Sniper 3D	Finally
14	Soccer	Village Food Factory
16	3D-Tennis	Jump Cuts
17	Zombies Catch	Maran Movie Review
18	Rummy	Madan Gowri
19	Plants VsZambies	Tamil Tec

It is surprised to find out that cyberbullying is not just affecting kids, but also full grown adults. Fear of missing out (FOMO) is a phenomenon that is aroused after Face Book (FB), most

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common negative effects of social media. FOMO is basically a form of anxiety that one gets when scared of missing out on a positive experience or emotions that someone else is getting. The fear is constantly fueled by social media engagement. The more we see social networks, the more likely we to see that someone is having more from what we are right now.

The network start do most of Facebook, Instagram and Snapchat. Those are the social media platforms that severely lack online authenticity. But the era of Instagram celebrities and youtubers who earn millions that is not going to happen anytime soon. Speaking of Instagram celebrities, if we look at the most followed accounts on Instagram, we shall find beautiful people wearing expensive clothes on the perfect bodies.

Today, a body image is an issue for many people of both sexes. Of course, seeing those perfect in accordance with the society standard people on a daily basis makes you conscious about how different you look from those pictures. And not everyone comes to the right conclusions in this situation. On top of interest rates of anxiety and depression, spending too much time on social media can lead to sleep. Numerous studies have shown that increased use of social media has negative effect on your sleep quality. If you feel like your sleep patterns of become irregular and that this is affecting your productivity, try and avoid spending a significant amount of time on social media. Social media is often described as drugs which lead to addiction more than Smoking and liquor. With the worst social media apps being Facebook, Instagram and Snapchat when it comes to addiction. "Tik Tok latest social network without adding two qualities". Don't know if you are addicted to your social networks? Think when was the last time we went a full day without checking social media accounts? What if our favourite social networks completely disappeared tomorrow; would it make us feel empty and depressed? If we just realized, we are addicted to social media, don't worry, as most of us are there in varying degrees.

CONCLUSION

 It's not necessarily a reason to go and wipe ourselves off all those social networking platforms.

5 steps for reshaping social media use are;

1. Shall keep important contacts and fewer contents.
2. Scale back use off notifications.
3. Calibrate the count of news feeds and browsing unnecessary content like pornography.
4. Develop and exercise self control.
5. Develop and maintain strong real-world relationships and track the time we spend online and Control the number and kind of apps.

The complete literacy, consequences and method of media usage must be educated. The directive steps shall be initiated by the respective government to guide and channelize the useful content to the society through media, as China denied the service of social websites like

Facebook and what'sapp. The Proper usage of media, its positives and negatives shall be educated as mandatory literacy, can be included as a part of curriculum for the proper direction of future society and youths. Life Education and Skills can include overcoming the challenges of Media Literacy to educate the Time management and its importance.

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