# e-ARTISTS Media and Information Literacy Model: Dynamic Information Engagement and Empowerment

Jagtar Singh[1] and Alton Grizzle[12]

**Abstract:**

*This paper is based on the assumption that media and information literacy (MIL) is necessary to counter the prevaling perlis of misinformation, disinformation, fake news, boundaries othering to promote human rights and good governance. It highlighte initiatives being undertaken by UNESCO and IFLA to promote MIL. The authors have developthe 'e-ARTISTS MIL Model' standardized the process of media and information literacy practice. The paper also underlines the relationship between the 'e-ARTISTS MIL Model' and the 'Five Laws of Media and Information Literacy. The authors' perceptions about the need for MIL are also supported with the help of three very relevant images from the plant, animal and human kingdom.The paper concludes with the thesis that the biggest human right is the 'right to be' and the biggest contribution of MIL is to liberate people from their programmed mind-sets and all types of undesirable boundaries, othering, and exclusion.*

**Keywords**:

Media and information literacy, misinformation and disinformation, fake news and deep fake, boundaries and othering, human rights and good governance.

We have moved from nomadic society to knowledge society through agricultural, industrial and information society. This has led a transition from blue collar jobs to golden collar jobs through white collar jobs. In the information/knowledge society, there is raging information deluge and information seekers are overwhelmed with information overload and also suffering from huge info-stress and assimilation deficit. Therefore, in this information age, all people must be able to get timely access to reliable information to make quality decisions pertaining to their life and work. Similarly, people should also be capable to assimilate information into their tacit knowledge through competence, practice and experience for sound decision making and strategic problem solving. They should also be able to use their common sense to address instant crisis situations, and apply their wisdom to facilitate socially desirable decisions. That can be done by promoting media and information literacy (MIL) across frontiers. UNESCO is promoting Media and Information Literacy (MIL) as a composite concept through 'International Programme for the Development of Communication (IPCD), Global Alliance for Partnerships on Media and Information Literacy (GAPMIL), University Network on Media and Information Literacy and Intercultural Dialogue (UNESCO/UNAOC-MILID), MIL MOOC, Media and Information Literacy: Critical-thinking, Creativity, Literacy, Intercultural, Citizenship, Knowledge and Sustainability (MIL CLICKS), MIL Policy and Strategy Guidelines, MIL Curriculum for Teachers, MIL

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[1] Contribution to this chapter is written as part of the author's work as Programme Specialist in the Section for Media Development and Society, UNESCO. However, the ideas and opinions expressed are not necessarily those of UNESCO and do not commit the Organisation.

Indicators, MIL Framework, and MIL Week Feature Conference and Youth Agenda Forum. The International Federation of Library Association and Institutions (IFLA) has also its prestigious programme 'Freedom of Access to Information and Freedom of Expression (FAIFE)'. IFLA/FAIFE' programme is committed to ensure freedom of access to information and freedom of expression.

The learning outcomes of MIL are critical thinking, independent learning and recognition of the MIL champions. In fact, education is time specific but learning is a lifelong process. Learning 'to be' is the basic right of every citizen, and learning by doing is the best practice 'to be.' In any country, parliament, executive and judiciary are three critical pillars, but media is also acknowledged as fourth pillar of a vibrant democracy. Unfortunately, in many countries, the mainstream media, expected to be a "watch dog" to safeguard democracy has become the "lap dog media". The thin line between the advertisement and the editorial has been blurred because the mainstream media is now controlled by governments, politicians and the corporate tycoons. Another peril is inadequate representation of different social groups by the mainstream media. In such a situation, media cannot be taken as democratic platform. Absence of the voice of poor people, minority religion and women is a dangerous thing for democracy. Exclusion of historically disadvantaged social groups like Dalits and tribals in India, and thin representation of other marginalized groups in India such as Muslims, other backward classes (OBCs) and women ignores the need and importance of cultural diversity in India. That is why, the UNESCO has founded IPCD, GAPMIL, and MILID to facilitate peace, progress, harmony, understanding and sustainable development. The goal no 3, 4, 5, 10 and 16 of the Sustainable Development Goals (SDGs) belong to health and wellness; equitable quality education; gender equality; reduce inequality, and promoting peaceful and inclusive society for sustainable development and access to justice for all. MIL can serve to engage and empower information seekers to have timely access to quality information to inform public opinion, make sound decisions, solve their problems, ensure good governance and safeguard democracy.

**The e-ARTISTS MIL Model**

The e-ARTISTS MIL Model is developed by Jagtar Singh and Alton Grizzle to address the implications and ramifications of increasing information overload and assimilation deficit. It enables information seekers to engage with the issues related to disinformation, misinformation and fake news to empower them to make sound choices and decisions for obtaining their personal, professional, educational and social goals.

**e'** in this model means to **explore** one's knowledge base about one's subject of study or the issue in hand. The stakeholder must ascertain at this stage, what he knows about the subject and the issue and what he needs to know further to address the issue.

**A'** means to **assimilate** into one's tacit knowledge the relevant content from existing analog and digital sources using one's commonsense for analysis of the content and then to take steps to attach meaning to the content in context of the subject of study or the issue in hand..

**R'** means to **reflect** critically on the steps to be taken to make sense of the assimilated content to obtain one's personal, educational, professional and social goals.

**T'** means to **truncate** the unnecessary content to make one's writings as brief as mathematics and as deep as philosophy to promote tolerance and respect for difference of opinion.

**I'** means to **integrate** content into the assignment in hand to create ripples in the existing body of knowledge and add value to the quality of life and work of people.

**S'** means to **share** the product or service with the stakeholders to get feedback for further improvement and value addition.

**T'** means to **transform** the existing body of knowledge, practice and unsustainable values for social transformation.

**S'** means to **sensitize** the stakeholder to adopt the learning outcomes of the initiative to promote social learning and transformation.

In fact, the 'e-ARTISTS MIL Model' is compellingly necessary to critically address the issues and concerns related to big data, data analytics, disinformation, fake news, information overload, and assimilation deficit to improve quality of life and work of people and nations across frontiers. It tries to fill in the gaps of 'Big 6' and 'Empowering 8' Models of Information Literacy. But 'e-ARTISTS MIL Model' is not sequential. But is certainly a sequel to the *'Five Laws of Media and Information Literacy'* developed by Grizzle & Jagtar (2016) and adopted by UNESCO. These are given below:

**Law One**

Information, communication, libraries, media, technology, the Internet as well as other forms of information providers are for use in critical civic engagement and sustainable development. They are equal in stature and none is more relevant than the other or should be ever treated as such.

**Law Two**

Every citizen is a creator of information/knowledge and has a message. They must be empowered to access new information/knowledge and to express themselves. MIL is for all – women and men equally – and a nexus of human rights.

**Law Three**

Information, knowledge, and messages are not always value neutral, or always independent of biases. Any conceptualization, use and application of MIL should make this truth transparent and understandable to all citizens.

**Law Four**

Every citizen wants to know and understand new information, knowledge and messages as well as to communicate, even if she/he is not aware, admits or expresses that he/she does. Her/his rights must however never be compromised.

**Law Five**

Media and information literacy is not acquired at once. It is a lived and dynamic experience and process. It is complete when it includes knowledge, skills and attitudes, when it covers access, evaluation/assessment, use, production and communication of information, media and technology content.

These five laws are indeed inspired by the 'Five Laws of Library Science' by Dr. S. R. Ranganathan. Similarly the 'e-ARTISTS MIL Model' addresses the gaps of the 'Big 6', 'Empowering 8' models of information literacy, as well as the Process Model by Carol Collier Kuhlthau. In fact, MIL must be placed under the core of instruction across frontiers. People must be motivated to join the UNESCO facilitated MIL MOOC Course being offered by the Abthasca University, Canada. Only the MIL skills can enable the information seekers to ddress the issues related to disinformation, misinformation, and fake news.

FIVE LAWS OF MEDIA AND INFORMATION LITERACY (MIL)

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LAW 1
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LAW 5
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Alton Grizzle and Jagtar Singh

Source: http://www.unesco.org/new/en/communication-and-information/media-development/media-literacy/five-laws-of-mil/

**Commonsense and Capability**

The scientific and technological developments have made human life comfortable on the upside but the mobile phone and the automobile gadgets have made peoples' life miserable on the downside. Technology is value neutral but the human mind of the greedy and power hungry people is corrupt, misplaced and misdirected by their vested interests. The quest for profit by the corporate tycoons, lust for power by politicians, and urge for violence by criminals have made need for MIL more compelling. Only MIL can change misplaced thinking of these derailed segments of society, and empower the 'have nots' to counter discretion, discrimination and injustice across frontiers. For that we shall have to develop capabilities of the masses and promote application of their commonsense and critical thinking.

UNESCO facilitated GAPMIL and the MILID UNITWIN are good initiatives in this regard. Every entity on this planet is getting matter and energy from the cosmos, but man's undesirable interference with mother nature is creating all sorts of problems for environment, plants, animals and human beings.

This perception is substantiated with the following three photographs of plant, animal and human kingdom. The authors are deeply grateful to the unknown journalist who has captured unbearable pain of the war-struck Syrian girl. This is what humans have made of humanity. The disturbing photograph of the Syrian girl displays the dirty mind-set of the people in power.



**Mother Nature With its Beauty and Scerenity**

**My Adopted Street Dog Sleeping Blissfully**

This street dog above, adopted by the principal author, is in a state of bliss as its worries about food; love and health are no more there. Besides, it has no other need and greed like us.

**Helpless Syrian Girl with Painful Smile**

The image of the girl in the above photograph (a journalist asked her to give smile for a photo shoot) upsets every sensitive human as to how the powerful people worldwide have taken away the **'right to be'** of ordinary people or the ones who stand up against tyranny of the powers that be. This photo is in stark contrast to the previous two photographs of the rose and its family of rose buds in the lap of mother earth, and the blissfully sleeping street dog. The plants and animals are happy because they live in present and focus upon their immediate basic needs only. They are not beastly like power hungry human beings carried away from socially desirable human values, ethics and aesthetics. Therefore, MIL and the e-ARTIST MIL Model are need of the hour to sensitize the 'have nots' about their rights and duties to safeguard democracies worldwide and ensure intercultural and inter-religious dialogue for peace, harmony, progress, human and socio-economic sustainable development. The Goal # 16 of the Sustainable Development Goals reads as, "promote peaceful and inclusive societies

for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels." But this goal will remain rhetoric only till it is translated into reality by stopping state terrorism on the one hand, and violent extremism prevailing at the grassroots as a counter narrative to the state terrorism, on the other hand. MIL is the only hope to ensure that no one is left behind to realize one's potential. We conclude this paper with the thesis that the biggest human right is the 'right to be' and the biggest contribution of MIL is to liberate people from programmed mind-sets and all types of undesirable boundaries, othering, and exclusion.

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Professor[1],
Department of Library and Information Science,
Punjabi University, Patiala-147 002, Punjab, India

Programme Specialist[2],
Media Développent and Society Section
Communication and Information Sector,
UNESCO, Paris