

# THE ECOSYSTEM OF MEDIA LITERACY: A HOLISTIC APPROACH TO MEDIA EDUCATION

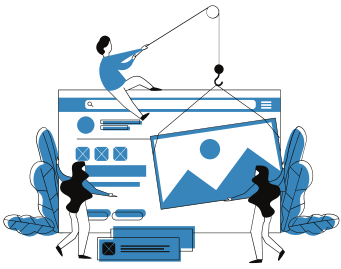
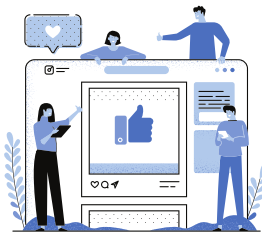
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## INTRODUCTION

### Media literacy

Learning schema (Learners, Facilitators, Curriculum, and Pedagogy), the Society (Community, Civic Sectors, Media, and Parents), and the Policy.

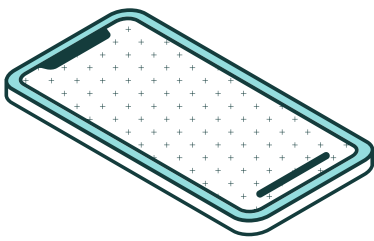


### Literacy

Access, analyze and evaluate, reflect, and create.

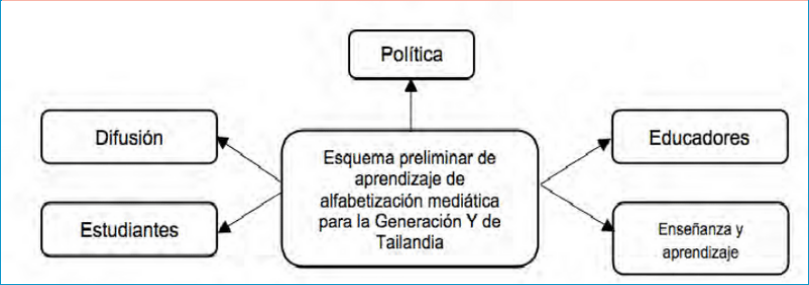
### Ecosystem model

A holistic and systematic approach to disseminate media literacy education



## METHODOLOGY

### Learning schema model



400  
PEOPLE  
SURVEY

The result indicated that Internet access offers more opportunities to practice skills and more exposure to ML (Media Literacy) information. ML was classified into two themes: ML skills and diffusion of education in ML.

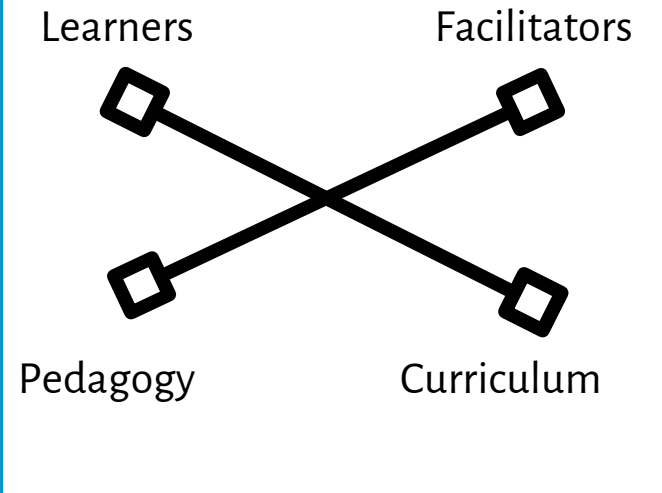
7 EXPERTS  
INTERVIEWS

As a comprehensive subject it has been found that it is more effective: infusing ML skills in subjects such as history, Thai language or Buddhism is an effective way to demonstrate how these subjects and ML (English Media Literacy) can be applied day by day.

### ML Ecosystem (Holistic approach)



### Esquema de aprendizaje



### Enviroment and ML practice (SOCIETY)



Communities



Civil sectors



Media



Parents



Policy

## CONCLUSIONS

Educommunication for media literacy must be initiated by people and not by authorities

The ML ecosystem can be applied to different groups and contexts with micro adaptations with the content of some components within a learning scheme, while the relationship between each component in the ecosystem remains intact.

Understanding the language of legislators to present them with practical solutions instead of long academic reports clearly explaining the potential of ML

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