

# CRITICAL MEDIA LITERACY TO IMPROVE STUDENTS' COMPETENCIES

Dr. Walter-Antonio Mesquita-Romero, Dra. M.-Carmen Fernández-Morante  
and Dra. Beatriz Cebreiro-López

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## INTRODUCTION



**Media literacy,**  
are an urgent need in our  
time. The school must  
position itself as an  
environment where reflection  
on these environments can be  
addressed collectively.



**Educational  
innovation,**  
must be supported by  
evidence, we address  
this issue in a concrete  
educational context.



**Educational research,**  
one of the main efforts  
made in promoting  
media literacy in school  
settings.

## METHODOLOGY AND RESULTS

Research  
Based on Design (IBD)

Alfamed Media  
Competence  
Questionnaire  
N=366

Document  
analysis

Six focus groups  
N= 35 students  
N= 12 teachers

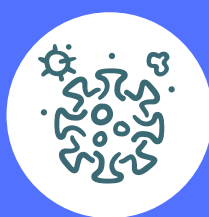
Semi-structured  
interviews  
N= 7 students  
N= 3 teachers



## CONCLUSIONS



Digital technologies and  
media environments alone  
do not contribute to building  
fairer and more democratic  
societies, and extensive use  
of media alone does not  
guarantee digital and media  
literacy.



The pandemic has made the  
urgency of extending this  
right even clearer, with an  
emphasis on the role that  
digital technologies can and  
should play in transforming  
education.



The research has examined the  
context by involving all  
stakeholders, designed,  
implemented and evaluated a  
training programme with  
successful results in improving  
students' media competence.

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