1.	Record Nr.	UNINA9910426047703321
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	Titolo	Media literacy and the effect of socialization / / Christine W. TruÌltzsch-Wijnen
	Pubbl/distr/stampa	Cham, Switzerland : , : Springer, , [2020] Â©2020
	ISBN	3-030-56360-X
	Edizione	[1st ed. 2020.]
	Descrizione fisica	1 online resource (XV, 384 p. 24 illus., 7 illus. in color.)
	Disciplina	302.23
	Soggetti	Media literacy Media literacy - Social aspects Socialization Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references.
	Nota di contenuto	Chapter 1. Introduction: On the Multiple Facets of Media Literacy -- Part I: Social and Individual Aspects of Media Activity -- Chapter 2.The Significance of Media For Processes of Socialization -- Chapter 3. 'Distinctions' in Media Activity -- Part II: Competence, Performance and Media Literacy -- Chapter 4.Theoretical Approach to the Concepts of Competence and Performance -- Chapter 5. Competence and Literacy in Relation to Media -- Part III: Empirical Perspectives -- Chapter 6. Researching Media Literacy and the Appropriation of Media -- Chapter 7. Media Competence and Media Performance in Using the Social Web -- Chapter 8. Conclusion: Sensitivity and Open-Mindedness are Needed -- Chapter 9. Appendix.
	Sommario/riassunto	This book explores the socially and individually determined nature of media literacy, addressing the central question of how individuals' media activity can be explained and evaluated. It examines people's media activity through the relationship between their competence to act and actual actions. Further, the book discusses the social factors that foster self-determined media activity, including people's abilities and skills and the associated knowledge that facilitates such skills, from the perspectives of various social science disciplines. Lastly, it

applies these theoretical reflections to two empirical studies. Overall, this book provides a fundamental introduction to theories of media socialization, media literacy and media competence, and to the relation between media and socialization. It analyses international discourses on children, media, media literacy, and digital literacy. This book is of interest to scholars and researchers in the field of media studies, including media sociology and media education, communication, and cultural studies. .