



MAPPING ADVERTISING LITERACY IN MEDIA STUDENTS OF RANCHI

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ABSTRACT

With each passing day, when media content is gaining the attention of public discussion, media literacy has become an essential skill for all the media users. Do we really need to apply our critical thinking while reading any media message? Is there any pre-orientation required before engaging ourselves into the media content? Do we need to equip ourselves with the understanding of various media outlets and their functioning? These are the pertinent questions before the information ecosystem today and media literacy deals with all these aspects. Advertising Literacy is another associated branch of media literacy, which deals with the idea that how much information people have about advertisement, their persuasive intent, applied techniques, sponsor and desired objective. Though it is expected from every media user to have basic knowledge about the various media formats, in general it is assumed that a communication learner and practitioner must be having a sound understanding about the above. This research study is an attempt to map the advertisement literacy among the media students of Ranchi. For the purpose of this explorative study, a sample of 100 students selected from different media institutions of the state. The non-probability quota sampling technique is adopted to find out the students' ability and attitude towards the concept of advertising literacy.

KEY WORDS:

Media Literacy, Advertising Literacy, Information Ecosystem, Persuasive Intent.

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