

## **Media Literacy: Information and Communication Technology Impact on Teaching and Learning Methods in Albanian Education System**

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**Abstract :** Media literacy in the digital age emerges not only as a set of skills to generate true knowledge and information but also as a pedagogy methodology, as a kind of educational philosophy. In addition to such innovations as information integration and communication technologies, media infrastructures, and web usage in the educational system, media literacy enables the change in the learning methods, pedagogy, teaching programs, and school curriculum itself. In this framework, this study focuses on ICT's impact on teaching and learning methods and the degree they are reflected in the Albanian education system. The study is based on a combination of quantitative and qualitative methods of scientific research. Referring to the study findings, it results that student's limited access to the internet in school, focus on the hardcopy textbooks and the role of the teacher as the only or main source of knowledge and information are some of the main factors contributing to the implementation of authoritarian pedagogical methods in the Albanian education system. In these circumstances, the implementation of media literacy is recommended as an apt educational process for the 21st century, which requires a reconceptualization of textbooks as well as the application of modern teaching and learning methods by integrating information and communication technologies.

**Keywords :** authoritarian pedagogic model, education system, ICT, media literacy

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