

The Management of Media Literacy Development for Thai Students

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Abstract : The purpose of this research was to enhance student's media literacy. The process was divided into 4 periods: the first phase was to hold the meeting for 100 representatives from various institutions in Thailand; the second phase allowed them to design activities to be used in their institutions; the third implemented activities to reach other target groups; and the last phase was to summarize results. It was found that the participants had clear understanding on media literacy. They knew well about the media. In other words, they knew the difference between creative media and bad ones. Students could use analytical process when searching for information. Thus, the project enabled the students to use analytical thinking skills in designing new activities. Therefore, they could creatively integrate Thai folk song with short movies and cartoons. To increase students' media literacy, there should be chances for them to gain first-hand experience.

Keywords : media literacy, mechanism development, youth, project radio-television

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