

## **MEDIA LITERACY AS A KEY COMPETENCE OF THE 21<sup>st</sup> CENTURY**

### **ABSTRACT**

In this paper, we analyze the key concepts of media literacy that can serve as a kind of guidance to navigate the modern “media jungle”. Namely, media literacy mainly refers to the ability to access, analyze and create media content and is a very important topic in the 21st century. Accordingly, given the great importance of the media and new media technologies in contemporary society, it can be said that there is no literacy without media literacy. In this sense, the most important concepts of media literacy include issues of authorship and the structure of media messages, as well as creative techniques used to create media texts. An important concept for understanding media literacy is the role of the audience in the interpretation of messages as well as the skills of identifying target groups. In addition, media literate persons should be able to recognize which values are loaded into a particular media content, or what are the goals and intentions of the communicator, or creator of media content.

**Keywords:** media literacy, audience, media, new technologies