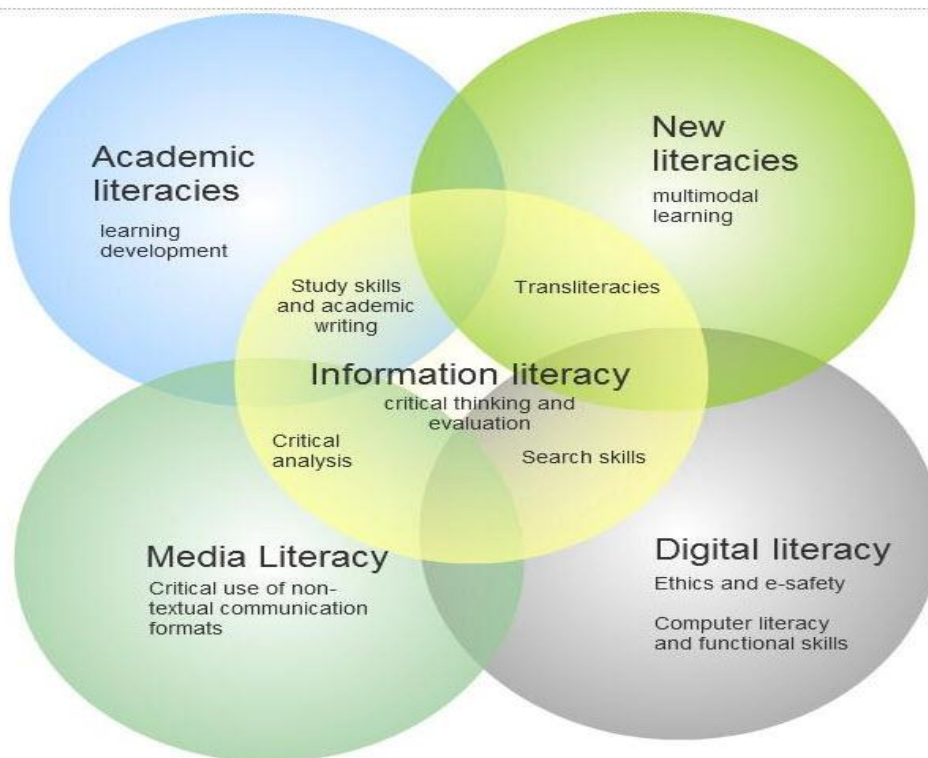# Information Literacy

Information literacy as a term, is very popular in research and information studies, is concerned to develop independent learners on all levels, in professional and personal life. The older forms of the term IL were library orientation, bibliographic instruction, as well as user education. **Paul G. Zurkowski,** president of the Information Industry Association, firstly used the term "information literacy" in 1974. He referred this term to the competencies of the people to identify information sources to meet the information needs by using and applying related technology. Information literacy as**, "to be information literate, a person must be able to recognize when information is needed and have the ability to locate, evaluate and use effectively the needed information."**

UNESCO (2005), the Alexandria Proclamation of 2005, defines information literacy as **"encompasses knowledge of one's information concerns and needs, and the ability to identify, locate, evaluate, organize and effectively create, use and communicate information to address issues or problems at hand; it is a prerequisite for participating effectively in the Information Society, and is part of the basic human right of lifelong learning".**

Other Literacies

1. **Basic / Academic/learning Literacies:**

The four C's are by far the most popular 21st Century skills. These skills are also called **learning skills**.

- **Critical thinking**: Finding solutions to problems: Critical thinking is essential to improvement. It's the mechanism that weeds out problems and replaces them with fruitful endeavors.

- **Creativity**: Thinking outside the box: Learning creativity as a skill requires someone to understand that "the way things have always been done" may have been best 10 years ago — but someday, that has to change

- **Collaboration**: Working with others: The key element of collaboration is willingness. All participants have to be willing to sacrifice parts of their own ideas and adopt others to get results for the company.

- **Communication**: Talking to others: That has the potential to eliminate confusion in a workplace, which makes your students valuable parts of their teams, departments, and companies.

2. **Media Literacy**

According to the National Association for Media Literacy Education, media literacy is the ability to access, analyze, evaluate, create, and act using all forms of communication.

- Media is constructed with a specific purpose in mind - it's designed to make you think something
- People will see the same thing and understand it differently
- Constructing media is a business
- It reflects political and cultural ideas
- The type of story changes depending on the type of media

3. **Digital Literacy-**

Digital literacy means being able to critically use technology, to navigate through various online forums and devices, understanding how technology works, and being able to creatively and inventively manipulate technology to solve problems. It goes hand in hand with media literacy.

Basically, being digitally literate means being able to use technology to solve problems and to express yourself. Contrary to popular belief, young people are not necessarily digitally literate just because they are competent in using technology - it depends on what they use it for.

4. Cultural Literacy:

Cultural Literacy is the ability to understand all of the slight tones that come along with living or working in a particular society. It consists of understanding the language, methods, assumptions, and unstated ideas that make up a way to behave and communicate. It's specific to each culture, even the particular cultures that develop in a workplace or school, and most people are only literate in their own culture.

5. Physical/ Emotional Literacy:

Physical literacy - The development and repeated use of fine motor skills, balance, confident movement, and the enjoyment of being able to move with skill. Developing this literacy at an early age allows children to learn and think more easily. However, improving physical literacy is important at every age. Emotional literacy - Identifying, validating, and expressing your feelings, as well as recognizing and responding to the feelings of others. How do these relate to one another? Having competent physical literacy is a fundamental tool for the development and expression of emotional literacy. In other words, the more comfortable you are in your own body, the more in tune you will be with your own feelings, and the more in tune you will be with the world.

6. Visual Literacy:

Visual literacy refers to an individual's ability to understand and evaluate information presented through images such as pictures, photographs, symbols, and videos. Visual literacy means going beyond simply looking at the image; it involves assessing the message the image is trying to convey or the feelings it is designed to evoke. Developing strong visual literacy involves teaching students to observe and analyze images.

7. Transliteracy:

Transliteracy originated with the cross-disciplinary Transliteracies Project Group, headed by Alan Liu from the Department of English at the University of California-Santa Barbara. The term has its basis in the word *transliterate,* which means "to write or print a letter or word using the closest corresponding letters of a different alphabet or language." The working definition of transliteracy, as put forth by Thomas, states that it is "the ability to read, write and interact across a range of platforms, tools and media from signing and orality through handwriting, print, TV, radio and films, to digital social networks." Transliteracy is about **a flexibility of movement across a range of technologies, media and contexts.**

Transliteracy is an ability to use diverse analogue and digital technologies, techniques, modes and protocols

- **To search for and work with a variety of resources**
- **To collaborate and participate in social networks**
- **To communicate meanings and new knowledge by using different tones, genres, modalities and media.**

Transliteracy consists of skills, knowledge, thinking and acting, which enable a fluid 'movement across' in a way that is defined by situational, social, cultural and technological contexts.

MITT: MEANINGFUL, INNOVATIVE, AND TRANSFORMATIVE TRANSLITERACY

DIGITAL WRITING

SPOKEN WORD

ADVERTISING

PRINTED TEXT

VIRTUAL COMMUNITIES

ARTWORK

TRANSLITERACY

WRITTEN WORD

SIGNS & SYMBOLS

FILMS & TV

COMPUTER LANGUAGES

FACE TO FACE

AUDIO CONTENT

VIDEO

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