I & II

Media
DIGEST
January- June 2019

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SOUTH ASIA CENTER FOR media in development
promoting information and media literacy in media in Bangladesh

FREE PRESS UNLIMITED

FEW WORDS

Media Literacy has become a pertinent issue in our media discourse. Because it is directly related to the increasing number of internet/smart phone users which has made incessant access to the consumption of media content. Are those contents safe at all? This is a big concern in case of our young adolescents particularly since they carry forward the future vision of the nation. Do they have any direction or guideline on how safely and effectively they can utilize the media contents? National Curriculum and Text Book Board (NCTB) has already introduced ICT text books at secondary school level of the country for the students of class vi to class x. Are those books sufficient and well-equipped to educate the students in the context of rapidly changing media landscape and digital devices? South Asia Center for Media in Development – a newly established media development organization started to work on these issues under a project: "Promoting Media Literacy in Bangladesh" since 2018. The works of SACMID include baseline research on media behavior and consumption pattern of the secondary students, analyze the contents of ICT text books-identify the gaps, the capacity level of the teachers, awareness raising of the students, inform and engage the relevant ministry and the department like NCTB to sensitize on introducing more effective media literacy education process in the mainstream.

Media Digest- a quarterly publication is a promotional component of SACMID project which aims for internal distribution among the stakeholders to inform and engage them in promoting the media literacy issues in Bangladesh. We have the plan to publish 04 bulletins in four quarters in this year. In the opening issue we have combined 02 volumes – 1st & 2nd covering the period from January to June. We hope the readers will find some curiosity and interest in the list of contents of the Bulletin. We are grateful to our interviewees, writers, our media literacy group members in schools, the teachers, academics and many others. We acknowledge the support of Free Press Unlimited which has been providing their continuous support since the beginning of the project: Promoting media literacy in Bangladesh". We will appreciate any suggestion and critical inputs from our readers and supporters to improve the get up and content of this bulletin. Please stay with us.

Editorial Team

Digital Skill Based Education and
Bangladesh

An Information Society
A New Dream

We are distributing brand new textbooks every year for each student. If we are equipped enough to offer new books every year, why not one digital device for one and update the program at the beginning of the year, says Mustafa Jabbar, Minister, Post and Telecommunication Ministry and former ICT Minister of Bangladesh during an interview. Students need to have ICT skills beside the knowledge of history, literature and geography.

Developed countries of the world are teaching their children programming from primary level education which is taught here at higher level education.

The minister reflects his thought regarding government's effort and challenge of implementation. We are living behind the era. The government of Bangladesh has taken initiatives to formulate syllabus, print books, provide digital classrooms but the traditional education system is not sufficient.

He expects a collective initiative of the government, ICT ministry and Education ministry to make Digital Bangladesh campaign fruitful. The educational institutions have to do their work accordingly at the same time.

Bangladesh is on her way to be digitalized. People are now more interested in digital version of newspaper that the printed version of it. Bangladeshi people need digital literacy, says Minister. Digital security act has been established to cope up with the surplus penetration of media and internet.

Mostafa Jabbar

Currently responsible as **Honourable Minister of Posts and Telecommunication**, and while taking the interview he was responsible as the HonourableMinister of Posts, Telecommunication and Information Technology.

Interview :14.05.2019

The amount of media literate people, as we know, is very small in Bangladesh, says Professor Golam Rahman, former Chief Information Commissioner (CIC) and Professor, Mass Communication and Journalism Department of Dhaka University. To develop an information society, he says, we need to develop a trend that makes the students of schools, colleges and universities media literate. Other than formal education Media Literacy should be the part of education in today's world.

Government initiatives and campaign regarding Digital Bangladesh is not that much successful yet, he remarks and suggests that educational institutions should be more equipped and education system should be more updated and standard. Moreover, the perception of teachers and parents regarding the use of media, especially social media should be changed. Positive use of internet should be encouraged by the parents.

According to his personal study on use of ICT and Internet the trend of using smartphones and internet of the youth is very encouraging. It is a great way to be updated by exchanging Information.

Mentioning the latest data of "Internet World's Report 2019"

Manipulation of media and Misuse of ICT Law

Local Reality

he shows the penetration rate of internet user in Bangladesh is greater than other countries of south Asia as we have 54.8% people who use internet.

He mentions poor skill and inefficient media literacy of our media people which should also be taken care of. Information society will lead us to Digital Bangladesh if we can change our perception about media consumption and expand our media and information literacy as Professor Golam Rahman dreams.

*During a discussion on Media Literacy in Bangladesh at Daffodil International University campus.

No law is perfect if there is a chance to misuse it, said Shyamol Dutta, Editor, Daily Vorer Kagoj. In a recent interview with SACMID team he commented on the manipulation of ICT Law in Bangladesh and mentioned two examples of recent misuses of Digital security Law. He also talked about the challenge of Internet society that we are living in already. The challenge is not for a particular country, landscape or nation, he said, "Rather it's going to be everyone's headache."

Internet had been banned 102 times in this subcontinent as per a research he mentioned. This is only because of the internet and social media manipulation. Sri Lanka is now suffering from that problem after Ester Bombing in 2019 and they had to ban internet to avoid more chaotic situation.

We need to have more training and workshop, he recommends. Media producers of Bangladesh have to work on the idea-how to see media. In Bangladesh there are a lot of newspaper, Television and Radio Channel, Online News Portals. But, the news producers are not aware if the society is ready to take it or not. Mr. Dutta expressed his concern by saying, we are still out of the proper literacy of fake news and propaganda. The other countries in the world keep it on the consumer's end to judge if a news is fake or not. But, the Bangladeshi people are not ready yet to take the challenge as Shyamol Dutta stated. So, the news producers have to be more conscious and media literate, he opined.

In conclusion Shyamol Dutta said, we don't want a close society rather, we want to keep it open with the context of local reality.

Professor Golam Rahman

Former Chief Information Commissioner.

Interview : 09.05.2019

Shyamal Dutta

Editor, Daily Bhorer Kagoj.

Interview : 20.05.2019

new
generation
should
build
a technology
based
bangladesh

Shafiqul Islam Dulal
Senior Teacher, Basabo Girls' High School

> Moreover, they are loosing moral values by seeing comments and status of fraudulent people

Children are often simultaneously exposed to appropriate and inappropriate content while on the Net. They could be doing school projects, searching for holiday destinations or watching funny content or even some educational video online when inappropriate content pops up. For example, your child may be looking at learning materials on reproduction. Invariably, s/he will see links to other videos, some of which have inappropriate content, including pornography. Or, she may be doing a search on a particular period of history in India and the search engine throws up content showcasing violent visuals of terrorism, bombings and mutilated bodies. Usually most of the students are becoming the victim of fraud incidents by using internet or social media. Some people are just waiting to do harm in social media. Consequently, most of the school going children are being seduced by browsing unwanted websites. Moreover, they are loosing moral values by seeing comments and status of fraudulent people as well as being inspired by those several times. As a result, Teens who spend most of their time in the virtual world gradually move away from the real world and start living in a world of fantasy. At the same time students use the Internet to do a lot of things like looking for information, corresponding, paying bills, and doing financial transactions. However, in the case of Internet addicts, they spend most of their time engaged in browsing, chatting or gaming, instead of doing what they are actually supposed to do. they also use these devices to hook on to the Internet before going to sleep to catch up on what's happening around them. While normal teens may log off after a while, those addicted to the Internet keep browsing for long hours. As a result, they suffer sleep-related issues like late sleep time, insufficient or restless sleep, and late waking time. Despite having a adverse effect of internet, new generation should make the best use of internet to build a develop, affluent and technology based Bangladesh for which we are dreaming of.

Digital Literacy for Senior Citizens

Urmila Sarker
Program Officer (Research), SACMID

Digital literacy is an overlooked term for some groups of people specially for aged group in our country. They are completely excluded from the skill of using information and communication technology although ICT is becoming omnipresent in our daily lives due to the increasing tendency to use the internet and mobile devices such as smartphones and tablets, that have allowed access to information and services anytime, anywhere, thanks to their portability. Consequently, a clear disparity is visible among youth and elders regarding digital literacy skill. Like most of the senior citizens some of my relatives are also living beyond this digital world. They are literally unable to handle their personal cell phone even. They are facing troubles to communicate with their own children who are living away from them while they expect to see their friends or relatives through giving video call.

To meet the demand of their daily necessity they can't use technology just because of backing any digital skill. In addition, they are sufferingwhen they have to deposit or withdraw money from any financial institutes. Sometimes it leads to face them a lot of challenges which is associated with money Digital literacy is a set of skills associated with the use of ICT that every individual should develop to be able to perform in a computerized society Thus, it can be said that digital literacy constitutes a fundamental element in the development of any individual, as it allows its insertion in today's society in a more participatory manner. For this reason, some countries are interested in increasing older adults' digital competencies, as these grant them a variety of advantages and benefits at a personal and social level. It is essential, then, to design strategies that facilitate older adults' participation and presence in the use of Internet-based services.

We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before. We do not yet know just how it will unfold, but one thing is clear: the response to it must be integrated and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society. Considering the technological uprising, how could we think to keep the elder citizens left behind from digital world ?

Government of Bangladesh has committed to create 'Digital Bangladesh' which is one of the election manifestos of the ruling government. But development of a country may appear impossible by placing the senior citizens beyond digital skill. Report from bureau of statistics shows that percentage of elderly people age between 60-64, 65-69, 70-75 and over 70 years were 37%, 21% 20% and 22% respectively which is a significant proportion of total population. According the report of Bangladesh Bureau of Statistics the trends of elderly population increase gradually. So appropriate framework should be set to literate senior citizens digitally. It is possible to conclude that older adults are capable of learning and acquiring digital literacy skills as long as they are strongly motivated or they know the functional benefits related to ICT.

Media Literacy Study among secondary students in Dhaka City

- June 2018

A study focusing on media literacy among secondary level students had been conducted by South Asia Center for Media in Development (SACMID) with the support from Free Press Unlimited in 2018. The survey was conducted among 483 students from 16 secondary schools in and around Dhaka city using a quota sampling technique, 30 students were selected from class 9 and 10 in each school. Few interesting findings came out from this study. It was revealed from the study that 82% students use mobile phone with internet which is nearly two third of the total covered students, among them one fourth of the total mobile users (with internet) are considering it as a means of communication. Closely half of them does not have their own mobile phones, those who don't have their own mobile phone usually use phones owned by their parents or siblings. It has been observed that 30% students are listening radio like Radio Furti, ABC Radio, and Shwadhin FM, although 29% of them are consuming it as a source of entertainment. Amongst the total 87% students have access to read books for the purpose of gripping

information, education, entertainment, communication and so on. Closely two third of the surveyed students use laptop or computer with internet access. Moreover, approximately half of the total respondents use newspapers where a significant proportion is consuming it for receiving information, but 39% respondents are reading newspapers for academic purpose and 35% are using it as a source of entertainment.

Besides, it was found in the survey that about two third of the respondents are associated with social media, almost three fourth (72%) of them has at least a Facebook account. YouTube was found to be the second most popular social media platform followed by Instagram (41.1%) and Whatsapp (28.3). However, only 6% students consider social media as trust worthy medium and 7% students accept social media bit more trust worthy source of getting news. For details: www.sacmid.asia

The study was conducted by a research team composed of Sarkar Barbaq Karmal, Associate Professor, Mass Communication and Journalism studies of University of Liberal Arts Bangladesh, Syed Kamrul Hasan and Afia Sultana of South Asia Center for Media in Development (SACMID). The research associates included Abu Ahmed Shamim (BRAC University) and Eyad Ahmed (Lecturer, Jessore University of Science & Technology).The study findings have been shared in a national consultation organized at Bishaw Shahittyo Kendro on 16th

of July 2018. Among the panel discussants there were Professor Moniroor Rashid, Department of Information, Education & Research (DIER), Dhaka University, Mr.Shahidul Islam, Program Officer, Education, UNESCO, Mr. Rafiqul Islam Sujon, Educational Technology Expert, a2i Program, Mr. Mofakkharul Islam, Education Expert, BRAC and Mr.K.M.Shahidul Haq, Senior Journalist, Bangladesh Sangbad Sangstha (BSS), the national news agency. Six (06) teachers from selected schools, representatives from the parents and students, Bishaw Shahitto Kendra (BSK) Deputy Director Mesbahuddin Sumon and Advisor Anjon Dey also joined in the discussion. Presided over by Mr.Nazar-E-Zilani,the board member of SACMID,the roundtable discussion program was graced by the presence of Professor Dr. Md. Abdul Mannan, Director (Secondary),Directorate of Secondary and Higher Secondary School under Ministry of Education as Chief Guest.

The discussants called for an urgent need to introduce media literacy among the secondary level students on the context of ever-expanding media landscape and the unrestrained overflow of information. The discussants emphasized for a safe, positive and rational use and utilization of media and information by the students. The report has been published including the inputs and suggestions of the experts and distributed widely among the interested readers and researchers.

Media Literacy Study among secondary students in 24 districts of the country- June 2019

One of the major recommendations of the national dissemination workshop(16 July 2018) was to extend this survey across the country covering diversity of geographical area, age, religion with different educational attainment to have cleared idea of the situation regarding the issue in focus.
In this continuum, South Asia Center for Media in Development has initiated to conduct a survey on media literacy among secondary level students across the country covering 24 districts under 8 divisions in 2019. A total of 24 secondary schools including 8 madrasas have been selected to facilitate this analysis where 2400 students have been participated from grade 6 to 9 as respondents. The Research team includes Dr.Asaduzzaman,Associate Professor, Mass Communication and Journalism Department of Dhaka University (as Team leader) ,while the research associates are : Sabbir Ahmed Chowdhury, Assistant Professor, IER,DU,Abu Ahmed Shamim,BRAC University, EYAD Ahmed,Lecturer,Jessore University of Science and Technology . The Research report has been drafted already and is under review yet which will be disseminated on coming month (July 2019) for collecting expertise opinions.(USE PHOTO of data collection and screen shot of SPSS DATA SHEET).Later the study will be published for wider circulation.

Civil Aviation High School

Civil Aviation High School was established in 1978. It is situated in Civil Aviation Residential Area, Kawla, Kurmitola, Dhaka. The school is very reputed for quality education, annual result and best teachers. There are 52 teachers teaching in the school right now. In this First issue of Media Digest the young netizens form Civil Aviation High School have shared their valuable experiences on internet use.
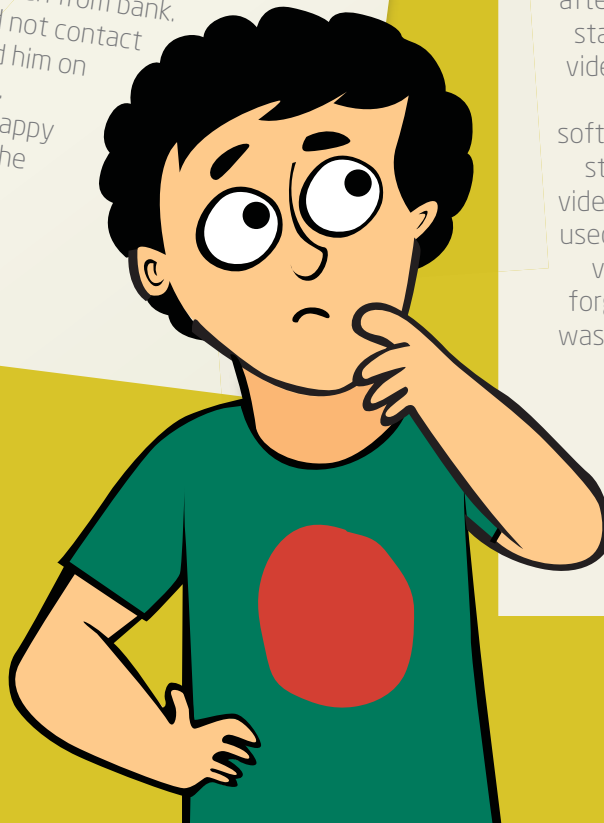
Internet, Handle with Care

I am a Scout. Every year a special ICT program is organized among members where we have to contact other scout members through internet who are from different countries. Fortunately I made friendship with an Australian Scout. He is 40 years old. We have been connected through internet. He is still a good friend of mine. He sent me some gifts from Australia when I was study-ing in class six. I was so happy. Thus I shared information with my friends from different countries through internet. One day I became friends with a person from South Africa. He wanted to send me some of his black money that he had stolen from bank. I realized that I should not contact him anymore. I blocked him on Facebook immediately. Internet can make us happy and uncomfortable at the same time.

Tawsif Islam, Class: X

Caged in Hospital

It was the last day of our half yearly exam of last year. I was so busy with my study. It was 4 am and I became so tired. So I decided to have a shower. As I was tensed and tired I was about to fall down as soon as I stepped on the washroom. I felt pressure on my right leg. The next day I got X-ray. Unfortunately my right leg got fractured. So, I had to take complete bed rest for next one month with plaster on my leg. It is not so easy to be on bed. The very first day was so long for me. Technically it was 24 hours but, it was more than that for me. I was feeling lonely. Then I just casually started web surfing. Writing and singing songs and making music is my all-time favorite hobby. So, I tried for a music maker application. But, I got bored after some days again. Then I started watching YouTube videos. I searched on Google and found some free software. Using one of them I started making animated videos. It was so interesting! I used to create new animated videos every day. Thus I forgot my sufferings while I was caged in hospital. Thanks to internet!

Meherun Nesa Ela
Class: X

All about My Magic Moments

Yesterday was 16 June, Father's Day. I didn't know that earlier. I came to know about this from a Facebook post on 15 June. I have searched on YouTube to learn how to make a greetings card for my father. In the afternoon while my father was reciting Quran I gave him my gift and handmade greetings card. My father became so happy! He gifted me some money in return. Interestingly the amount of money he gave me was the same that I spent to buy the gift! How come!

I also got to know about the Mother's Day from Facebook post. I made a card for her too. She was happy after getting the greetings card. She cooked my favorite chicken curry! This is how internet helped me to do something for my parents and made them happy.

Afia Jahin Bornil
Class: X

I am not Allowed

All of my friends are using internet and social media nowadays except me. My parents don't allow me to do so. They say, "We never used internet when we were students. It's not that important." Even my neighbors and relatives also think that using internet has no positive side. Every day my friends talk about the issues around Facebook, YouTube and other social media. I cannot join in their discussion because I know nothing about the issues.

As I was prevented using broadband connection or mobile data by my parents, one of my friends told me about free Facebook service. Then I came to learn how to sign up on Facebook and I did it without letting my parents know that. I used to browse Facebook secretly on my father's smartphone. One day they got to know that I use Facebook. They snatched the mobile phone from me. I will not get my own mobile phone until I start my university level study. My friends used to get help in their studies from internet but I don't. I have to search my old books and notes.

Sabiha Islam Sinthia
Class: X

Me and my Father
Our Days with Facebook

My father is a government employee. He is a simple person. He did not know how to use social media like Facebook, YouTube, Imo and so on. Some months ago he has visited Chennai, India for medical treatment. We got tensed as me and my brother cannot pass a day without him. Finally we have installed Imo and could contact my father through Imo video call. After that my father got connected to social media. We got broadband internet connection at our home. My father started learning many things watching YouTube videos. He used to listen to his favorite songs and watch dramas on YouTube. He tried some recipes from YouTube. Some were delicious but rest of the recipes were enough bad for getting scolded by my mother. Later on he signed up on Facebook with the help of one of my cousins. Then he started uploading so many photos every day that we got bored to see. He uploads at least 6 photos per day on his Facebook account. As I am in his Facebook friend list I have to like his photos every day. Sometimes I get bored. But, it makes me happy too.
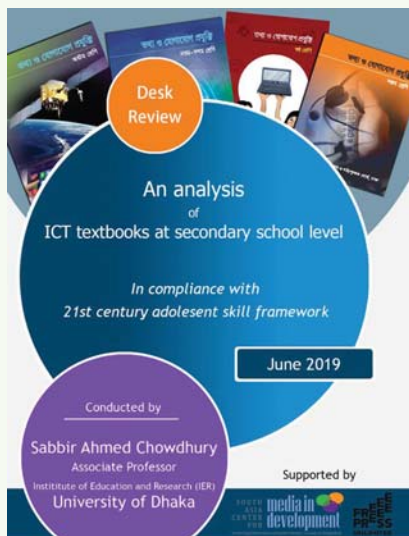
Sadia Akter, Class: X

Debate Competition

Ten schools of Dhaka city took part in intra and inter school debate competition on the issues around media literacy in the debate competition organized by SACMID. The weeklong debate competition has been ended on 24 March 2019 in a final event at TSC auditorium. Dhaka Residential Model Collage debate team won the champion trophy while Monipur High School clinched the runner up trophy.
The event was organized in collaboration with Dhaka University Debating Society (DUDS).

Countrywide Survey

SACMID has taken initiative to explore the situation of media and information literacy of the secondary level school students in Bangladesh. The survey has been done already and report will be published soon. 2400 students from 24 secondary level schools and Madrasas under 24 districts took part as respondents in the study. The research team includes the teachers from Dhaka University, ULAB and BRAC University. The findings of the research will be disseminated in a national seminar on mid-July.

Content Analysis

The research aimed to carry out a content analysis of Information and Communication Technology (ICT) of the VI, VII, VIII, IX-X class based on the components technology, internet, media & information literacy. Content analysis of the lesson book using the checklist was employed for evaluating the components of performing skills of these variables in further revision of the contents of the book.
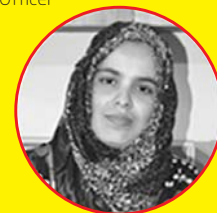
New Recruitment

Three competent and enthusiastic new staffs joined SACMID team in March 2019 to facilitate SACMID's program more effectively. It is expected that the new staffs will add fresh energy, idea and innovation in the works of the organization.

Urmila Sarkar
Program Officer

Md. Rubyat Ferdous
Jr. Program Officer

Naznin Akter
Finance-cum-Admin Officer

M4W Photography Competition on 'Men for Women' theme was arranged by SACMID team to celebrate "Women's Day' on 8th March. The theme of the competition becomes first of its kind in the country. Albana Shala, Program Coordinator, Free Press Unlimited was present as the chief guest. The winners were awarded after a daylong exhibition at Bissho Shahitto Kendro on 4 April 2019. The event was organized in collaboration with Media Studies and Journalism Depertment, ULAB.

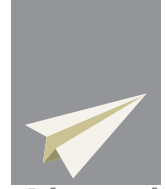

FPU Delegation Visit

Albana Shala, Program Coordinator

Free Press Unlimited has visited Bangladesh this year for the first time. She was present as the chief guest on M4W Photography Competition, one of the events of SACMID. She was given a souvenir crest on behalf of SACMID team. She also visited several places and organizations in Dhaka city.

Poster Competition

SACMID organized a poster competition too. A large number of posters regarding issues around Media Literacy were received from the students of different schools of Dhaka city. The best three will be awarded cash prize soon. The awarding ceremony will be held after a daylong exhibition in collaboration with Northern International School.

The societal issue of media illiteracy

By **Anisha Parida**

> Students are our future, and if teenagers can become properly educated on source evaluation, future readers will be able to better distinguish accurate from fake news, making consumers better equipped to engage in our society.

We live in an era with information available at our fingertips. Whether it be via smartphone, tablet, or laptop, different news sources can be accessed in a matter of seconds. The rapid increase in news consumption and production, however, comes with a serious cost- media illiteracy.

Under the First Amendment, people hold the right to freedom of expression, allowing them to post on these outlets, regardless of the validity of their claims. This often leads to consumers believing in inaccurate sources. These consumers, however, lack basic knowledge on how to properly evaluate their sources.

The purpose of media literacy is to equip readers with skills to understand and assess the credibility of the media they consume. Media literacy is not communicated well enough to audiences, but readers need to know how to identify and evaluate credible sources to become better equipped with the media they consume.

In order for readers to become more media literate, they must diversify news sources for consumption. If consumers allow themselves access to a variety of sources, they reduce risks of encountering individual bias from particular news outlets and improve skills on distinguishing credibility. Additionally, audiences need to reduce confirmation bias. Readers can possess preconceived notions of facts, tending to search for articles confirming their beliefs, rather than ones that supply unbiased truth. Therefore, when searching for information, readers must do so in an objective manner. Integrating media literacy into school curriculum will provide students with better insight when evaluating sources, ultimately resulting in a more media literate society. Students are our future, and if teenagers can become properly educated on source evaluation, future readers will be able to better distinguish accurate from fake news, making consumers better equipped to engage in our society.

Be Careful
before posting any personal information
in social media.

Don't Accept
any unknown people as a friend

Mention the Source
while sharing someone's post, status or picture.

Never create
more than one account in any social media platform which may make you less authentic.

Be alert
before making any comments or fun of someone's outward appearance.

Make sure
of your privacy settings to control who sees what.

Never Try
to use any slang or bulling words in social media.

Think twice
before putting any check in

What is SACMID?

South Asia Center for Media in Development (SACMID) is a Media Development Organization (MDO) fostering development of media in Bangladesh and South Asia region as an indispensable part of tackling poverty and enabling Bangladesh attain its sustainable development vision. SACMID has been registered as an independent trust and established in January 22, 2017.

The media have always been entwined with public attitudes to Bangladesh. The media have a critical role to play in nation building and strengthening the cultural, political, social, economic and environmental fabric. A pluralistic and free media sector has always been needed to ensure that all voices in society are heard. Since Bangladesh is going to be the middle-income country and the space and scope of media sector is ever-widening, therefore it remains as an area of surveillance that whether the media landscape is constituted a diverse and professional landscape for making media as change catalysts. As a part of its activities a project 'PROMOTING MEDIA LITERACY IN BANGLADESH' is being implemented by South Asia Center for Media in Development in collaboration with Free Press Unlimited.

Vision

A just and peaceful society through socially constructive application of knowledge

Mission

Foster an inclusive society by creating enabling environment for freedom of expression that promotes pluralism and dialogue within the government, media and civil society towards nation-building.

Objectives

Reduce the gap between the consumers of media contents and media institutions by systematic works on Information and news literacy

Promote Gender-sensitive policies and strategies in media (particularly government media, private, community media & online) to strengthen female voice in the public and media domain in line with UNESCO Gender Sensitive Indicators for the Media (GSIM)

Conduct independent and collaborative research about media literacy, media development indicators and indicators for media viability.

To establish SACMID as a sustainable organization to effectively play the role of advocator of media and Gender literacy in the country.

Today it is possible to consider that the new technologies can offer many possibilities to be explored. There is no doubt about the changes in society when it is adequately supported by the new technologies. SACMID has initiated to promote media literacy among people for building a diversified society ensuring to bring up untold and unheard voices from the ground.