

## **MEDIA LITERACY OF THE DIGITAL GENERATION**

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Linking the local with the global and the reverse, localizing the global, has become the reality nowadays. Modern technologies have given a tremendous impetus to globalization and, consequently, have set a new political agenda for communication between cultures and languages. The European Union has set itself the ambitious goal of becoming the globally most competitive political, economic, social, cultural, technology-based knowledge entity. Which are the literacies that will be essential for the young generation in order to function effectively in the Information Age? Which will help them to understand and to contribute to the world around them? European media policy gives priority to the notion that all citizens need to be media literate to fully participate in the today's media and technology-rich society. The rapid diffusion of new online, mobile and networked technologies, especially the internet, among children and young people is unprecedented in the history of technology. Technological skills are now central to many communicative processes and media or digital literacy requires a broad range of competences in new and traditional media that allow all citizens to play a full part in today's society. Failure to do so will mean an increasingly atomized society and a growing digital divide between those who are skilled or digitally literate and those who fall behind. The aim of the research is to discuss the skills of media literacy of the new digital generation. The paper also aims at analyzing, how children and teenagers shape and are shaped by the digital culture. The analysis has revealed that teenagers are the heaviest mobile video viewers, they talk less on the phone, but they turn to their cell-phones for messaging, internet, multimedia, gaming, and other activities like downloads. Teens are not only using more data, but they are also downloading a wider range of applications. The teenagers are the most active creators and users of netspeak and texting. They develop digital literacy and are in a way "bilingual" trying to combine both the standard and new media language.