

The Vital Role of Media Literacy in Navigating and Engaging with Social Media

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Abstract: *Digital media consumption and the animation industry are expected to achieve a compound annual growth rate (CAGR) of 25 percent and 21 percent by 2020 respectively. With the help of mixed research methods, this research provides insights into children's programming content (especially cartoons). It also finds out the children's demands and interests while consuming the children's content on television and digital platforms. This research is also an attempt to suggest a media literacy framework and possible pedagogical measures to include cartoon media literacy in Indian school teaching. This research is an initiative to develop children with the help of media literacy.*

Keywords: Digital media consumption.

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