

DIGITAL LITERACY: A SKILL FOR SURVIVAL

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ABSTRACT

In the digital era users have a wide range of activities and chances to explore on digital media platforms. Nowadays, the media literacy which is the new age hype is just not an assumption on fabrication of reality but it is a strategy which enriches the users on the digital platforms. Moreover, how they operate in a world where communication process is viewed as merely fabrications of reality. In layperson words, this thorough knowledge is known as media literacy. It is pertinent to say that unlike traditional media, users of digital platforms consume content from various internet websites which poses more issues with these platforms. Digital media may be a potent tool however, a little knowledge of its applications turn into a hazardous tool. In fact, the survival instinct which is imperative for the people in general to upgrade themselves from normal literacy to digital literacy. Therefore, it requires a solid foundation to shoulder the digital skills of users. According to research, the use of digital devices like smartphones can raise literacy rates. Hence, this paper tries to reflect the advantages and the govt. initiatives through the industrialization 4.0 to enhance digitalization across with the aim to have citizens who are knowledgeable about digital media, be able to make wise decisions, act responsibly in online environment as both consumers and creators of digital information, and generally contribute positively to civic involvement and national development.

KEYWORDS: *Digital Literacy, Online Environment, Communication.*

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