ABSTRACT
MEDIA COMPETENCY AND MEDIA LITERACY EDUCATION (MLE) AMONG TRIBAL RELIGIOUS/SEMINARIANS (TRS)

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The media and technological advances have enormously transformed our lives, including the lives and training of Tribal religious/seminarians in India. The emerging media landscape in the 21st century has also expanded the notion of literacy from reading and writing to being competent in accessing media, becoming creative and critical consumers, and judicious participants in media as responsible and compassionate citizens. This requires inclusion of MLE curriculum for the TRS in their early stage of religious formation. The current quantitative study explored the media competency (media habits, attitude, purpose, and participation) the relationship, and difference among TRS. For this purpose, survey research was conducted with a sample of 265 (98 men and 167 women TRS) of India. The survey data were analyzed using descriptive and inferential statistics like regression analysis to find out the relationship between variables and one-way ANOVA to examine the difference in the variables. The study revealed a positive association among attitude, purpose, participation, and media habits confirming the research hypothesis. The study also found differences in media habits among the men and women TRS based on their congregation and Province/Diocese. Regarding purpose, it revealed that most of the TRS use social media for entertainment. The study indicated that the TRS have adequate access of traditional and digital media, and their attitude towards MLE program is positive. It also revealed that men TRS are more creative and use social media more than women TRS. The study further indicates that the TRS are ready for a positive change and open for the integration of media literacy education in their religious life training. As the Catholic church has always shown openness to MLE and acknowledged its importance for the TRS in training, it is the right time to incorporate MLE curricula in the training institutions with a pedagogy suited for TRS. On the one hand, it will make the TRS creative and critical media literates, effective teachers, dedicated religious/seminarians, and compassionate guides to their students.