

Media literacy needs at Stellenbosch University with specific reference to Law students



Media literacy



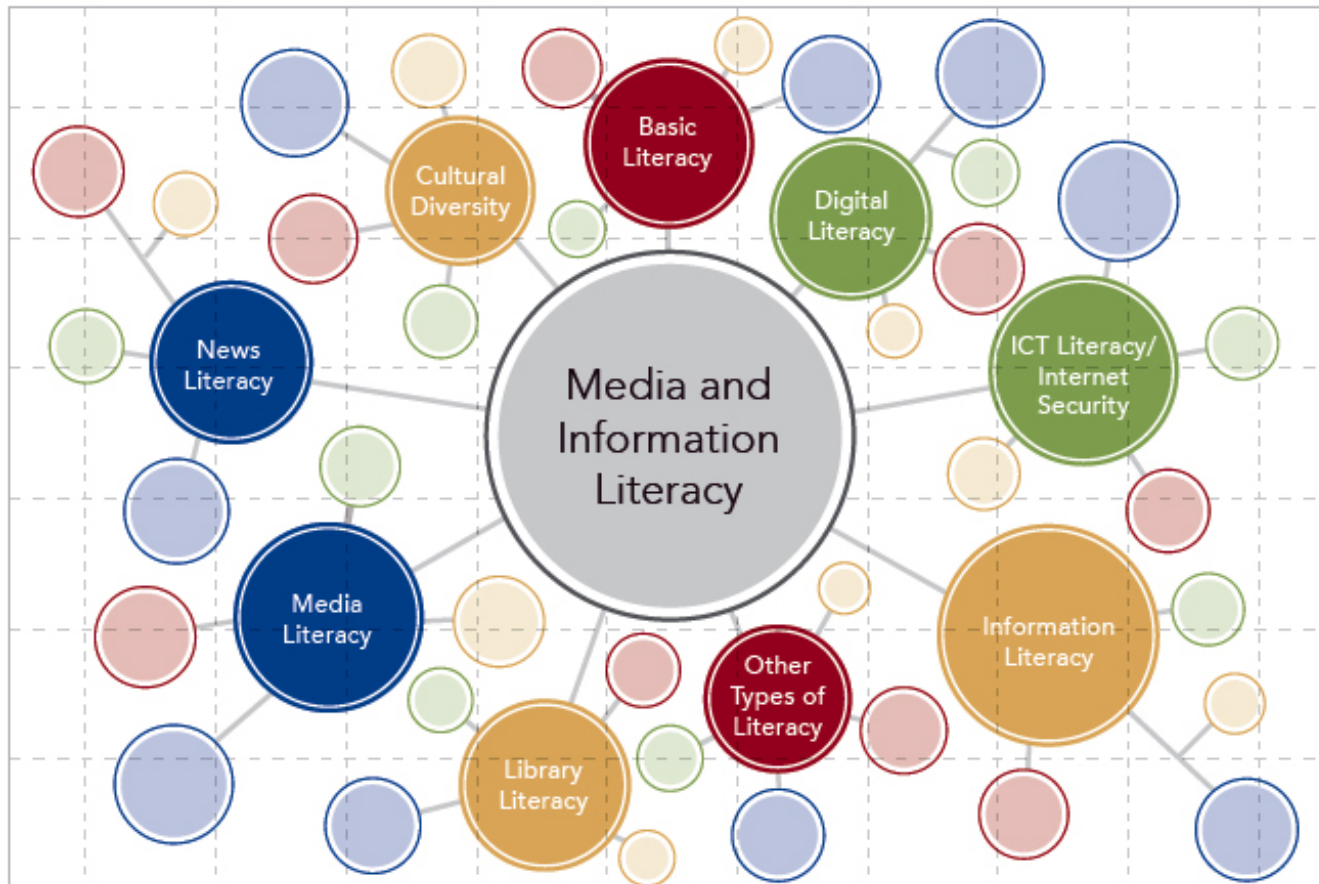
Academic libraries are effectively plan and market their services by identifying the value users perceive in their services and in their social media communications about those services.

According to Reyna et al. 2018, media literacy capable students must be able to critically search, identity, analyse and judge online content for credibility (Reyna et al. 2018).

Alexander et al. (2016, p.1) defines digital literacy as “***not just understanding how a tool works but also why it is useful in the real world and when to use it.***”



Media literacy : Overview



Institutional Information Literacy Framework



LIBRARY AND INFORMATION SERVICE

INFORMATION LITERACY TRAINING FRAMEWORK

SEPTEMBER 2014

1. The Framework

The Framework describes the development of different levels of information literacy competency. It articulates broad principles and ways of integrating information skills into teaching and learning. The collaboration by the library with academic- and support services staff fosters innovative programs for expanding information skills. Through these programs students achieve outcomes which are transferable into their careers as SU graduates.

2. Information Literacy Mission

The information literacy mission of the Library and Information Service is to develop and deliver a quality learning experience to the University Community.

The Library and Information Service provides leadership in developing the essential information literacy knowledge and skills of the academic community. The information literacy program promotes critical thinking and equips individuals for lifelong learning. In partnership with academic colleagues, the library enhances curricula and creates learning environments which support the Teaching and Learning and Research and Innovation strategies of the University of Stellenbosch.

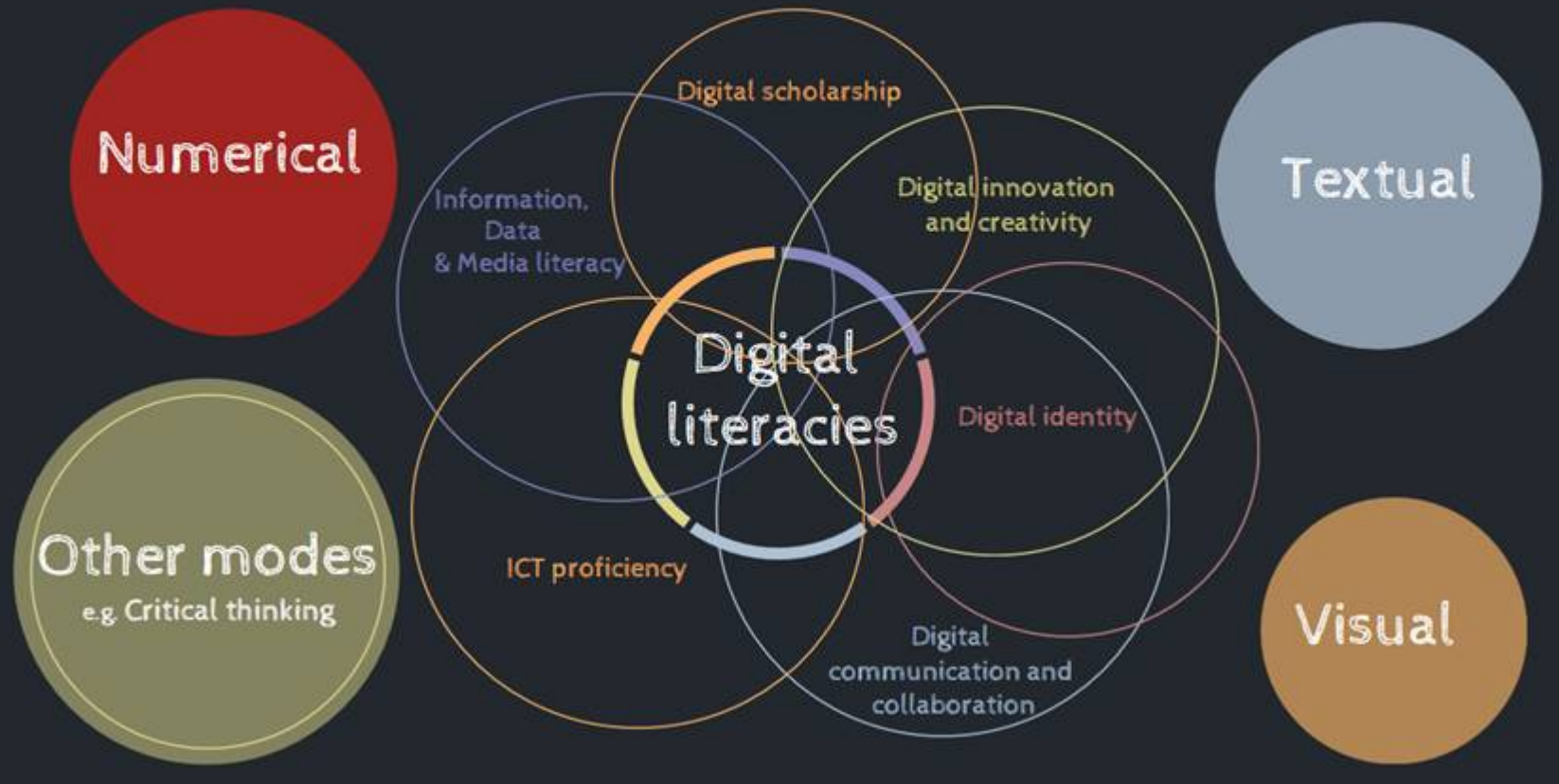


Literacies at Stellenbosch University

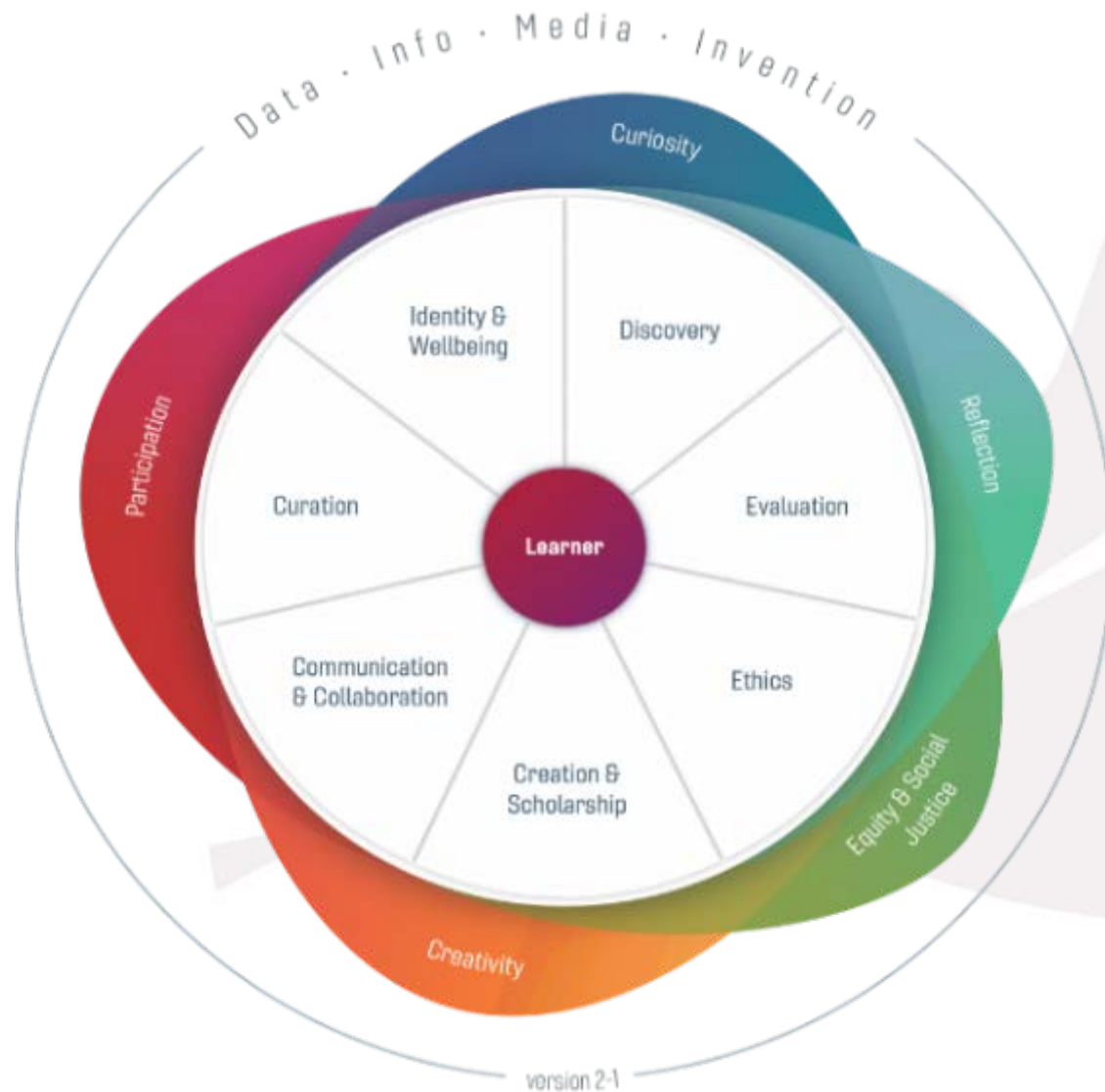


Academic literacies

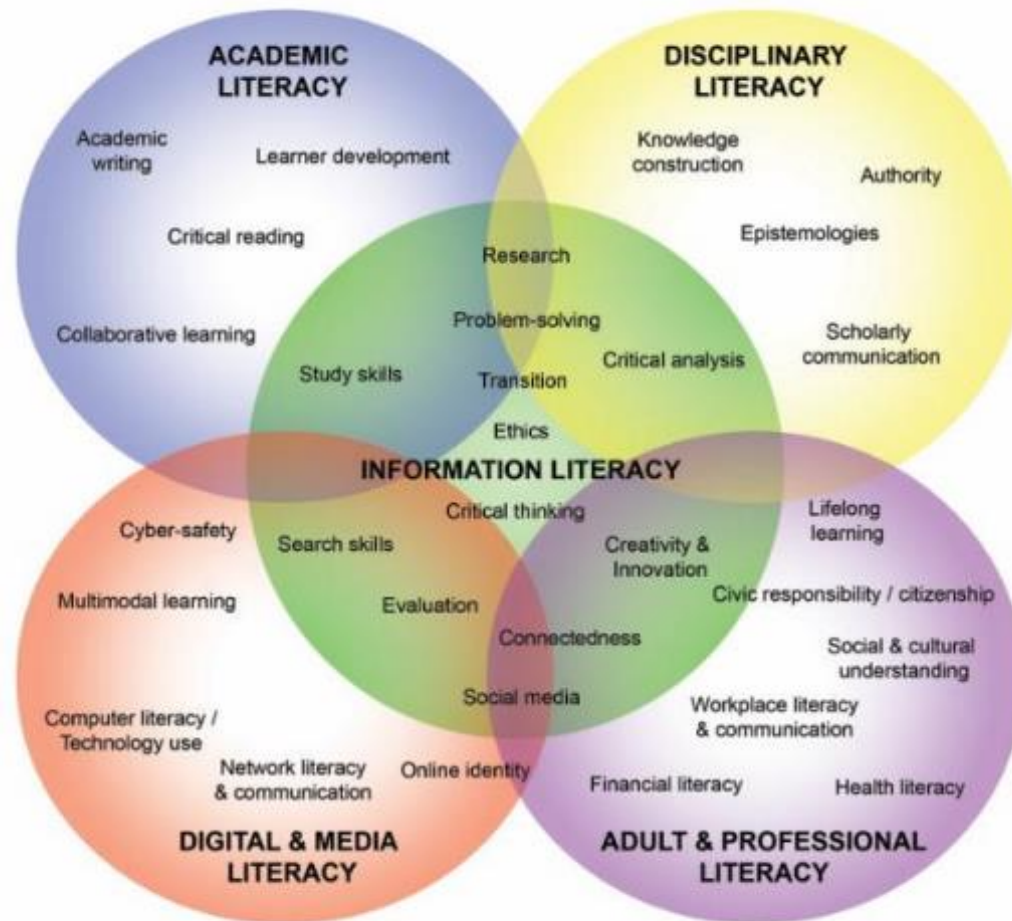
'Academic literacies' entail demonstrating the disciplinary discourse competence required for success in higher education in textual, digital, visual, numerical and other modes.



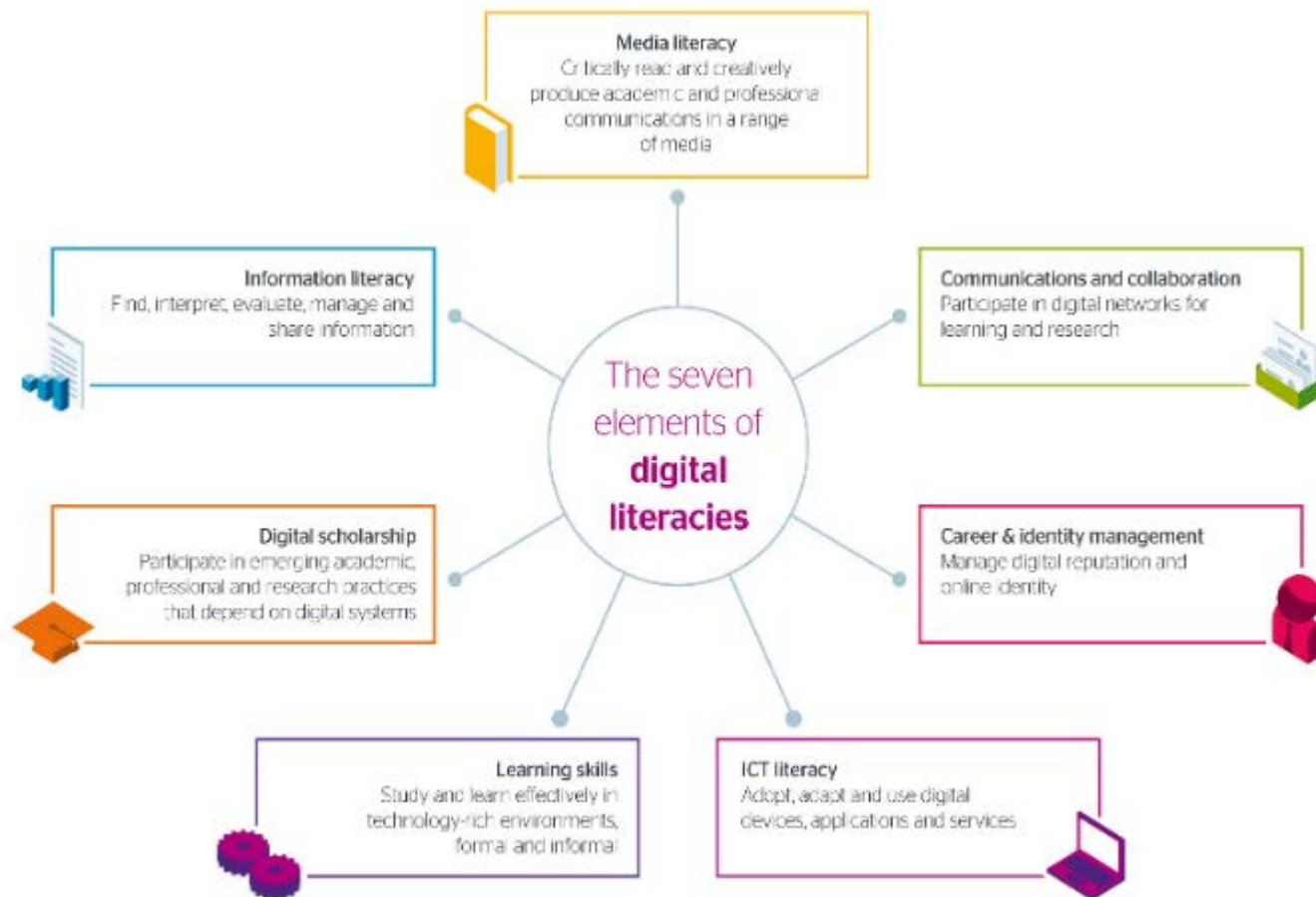
Learner Centered Media Literacy Model



The Feekery IL model



Seven Elements of Digital Literacy





Media literacy needs in LLB Curriculum and Competencies



“LLB degree are required. In summary, these outcomes are:

1. The student must have the ability to understand and analyse fundamental concepts;
2. The student must have the skill to do effective legal research;
3. The student must have the ability to **critically evaluate information from a legal perspective**;
4. The student must have the ability to communicate effectively;
5. The student must have the ability to solve all kinds of legal problems;
6. The student must be able to work effectively in a group;
7. The student must be computer literate;
8. The student must be able to effectively manage his legal professional activities;
9. The student must have the ability to contribute to the promotion of a just society; and” - Du Plessis (2008)



Media literacy: Libguides - 1



Law & Government Publications 

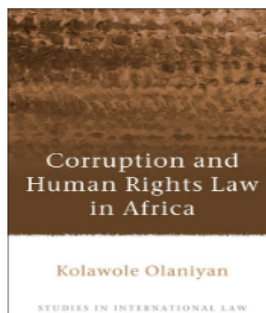
 Sep 18, 2019  28,754

[SU Library and Information Service](#) / [Library guides / Biblioteekgidse](#) / [Law & Government Publications](#) / [Home](#)

Law & Government Publications: Home

- Home
- Law Reports
- Legislation
- Books and Reference Works
- Journals
- Databases & Finding Articles
- Law databases use
- Theses & Stellenbosch Research
- Selected Websites for Law
- Legal Abbreviations
- Referencing
- Open Access
- Interlibrary Lo
- Evaluating sources
- Off-campus access
- Constitutional Law 271
- Roman Law 271
- Intellectual property law
- Research data su

New law books



Corruption and human rights law in Africa by Kolawole Olaniyan

Call Number: 342.6085 OLA

Publication Date: 2016



The International Criminal Court in turbulent times by Gerhard Werle

Call Number: 345.01 INT

Publication Date: 2019



Media literacy: Libguides - 2



asllmaties
Stellenbosch, Western Cap [View Profile](#)

[View More on Instagram](#)

5 likes
asllmaties

Welcome to our page! Find us on #Facebook and #Twitter. @sienelibSUN @AgrisciencesU @SLSJMaties @LawMaties1 @Matieslaw #Library #Stelbib

Add a comment...

New

[THE BELLWETHER REPORT 2019: DISCUSSION PAPER](#)

Stress in the Legal Profession: Problematic or Inevitable?

New

[Year in Review and Year to Come 2018/2019](#)

WEBBER WENTZEL

in alliance with > **Linklaters**

Step-by-step guide

How do I do my assignment? To find, access and use information effectively, use the [step-by-step guide](#).

Twitter Feed

Tweets by @LawLibrarianSUN

22h

Law Librarian SUN
@LawLibrarianSUN

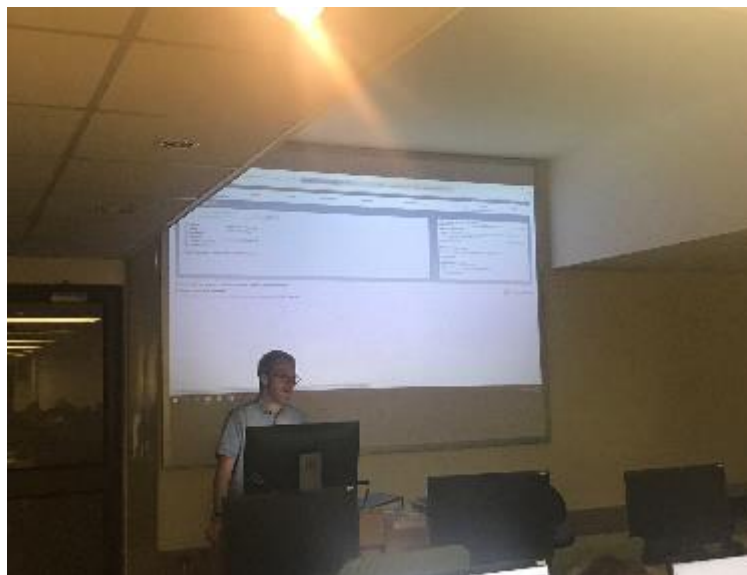
Happy Heritage month. Have a look at the @Stelbib collection covering heritage: bit.ly/2ks8C6Y.
#HeritageMonth #Heritage #LawLibrarianSUN #LawLibrarian @SLSJMaties @LawMaties1 @Matieslaw @S U_SocialImpact @matiesstudents @StellenboschUni #WednesdayWisdom

[Embed](#) [View on Twitter](#)





Trainings



Social media platforms



Twitter - @LawLibrarianSUN



Law Librarian SUN
@LawLibrarianSUN

Provides research and information services to students and academics at the Stellenbosch University Library (Law Section: Desk 3 & 4). Do right, follow us!

Stellenbosch, South Africa libguides.sun.ac.za/law Born May 7, 2001
Joined November 2018

249 Following 113 Followers



Instagram - @asllmaties



Facebook - @LawLibrarianSUN

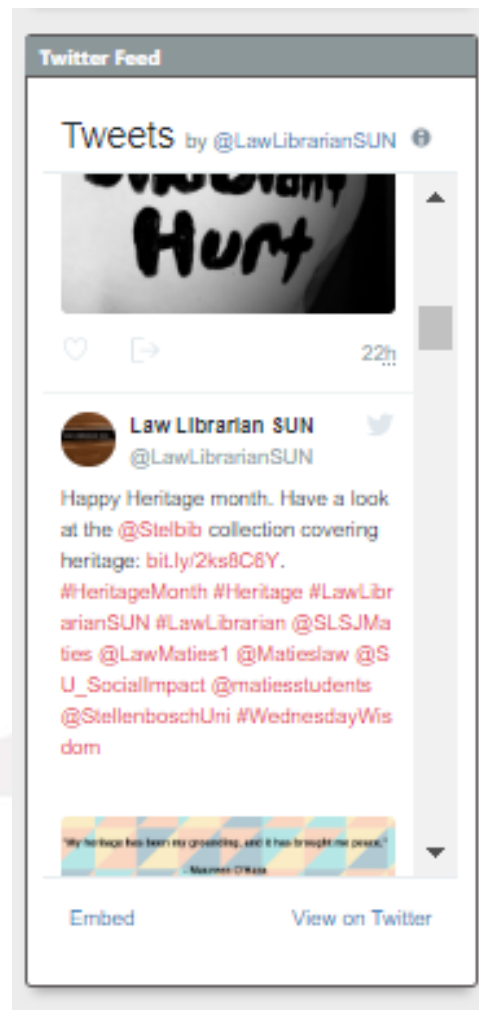


Social media platforms



All accounts have a link to the subject specific library guide.

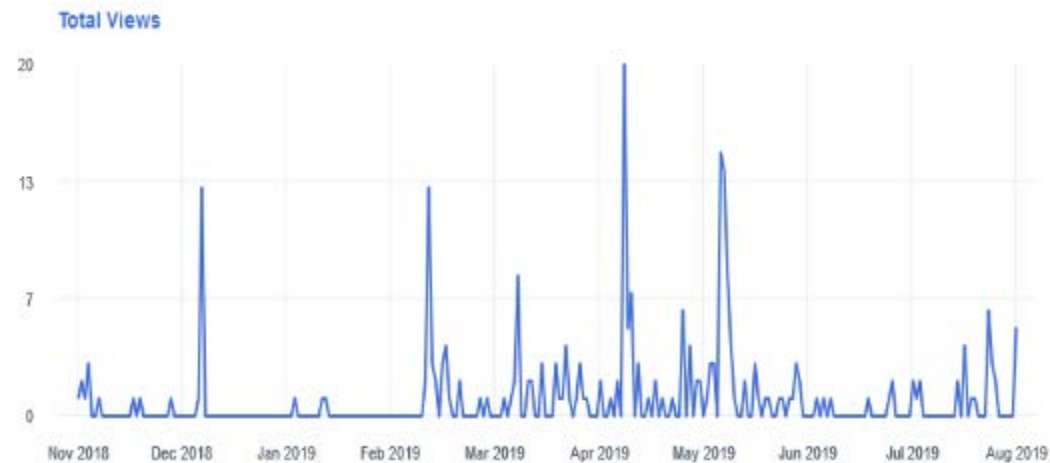
Posts are geared at educating, creating awareness, and highlighting certain functions of databases and other legal resources to address information needs.



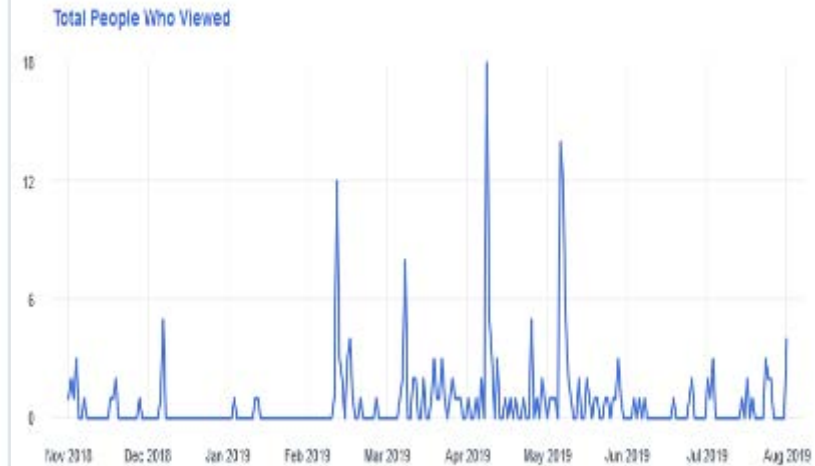
Media literacy: Facebook account



Total Views



Total People Who Viewed



Top Sources

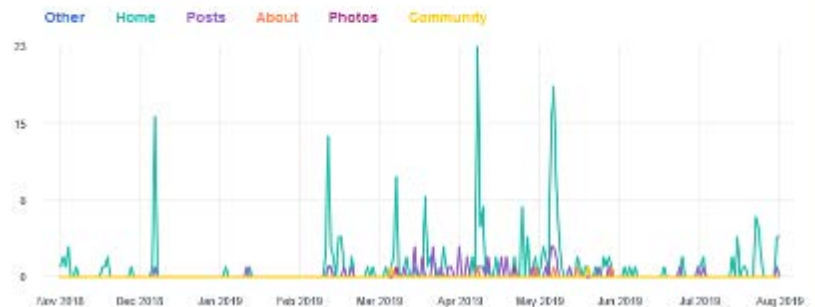


Daily data is recorded in the Pacific time zone.

1W 1M 1Q



Total Views



Media Literacy: Twitter account



Analytics | Home | Tweets | Mentions | Likes | Retweets

Jul 2019 - in days

Twitter Moments

Top Tweet retweeted 4,412 times
 New study of @Shellenbourn1 has discovered SARE can't force corporate will to catch tax evaders. (read full):
[bt.ly/2LACX](#) #LawLibrariesSUN
 @BLJMaties @LawMaties1 @Matieslaw
[pic.twitter.com/LLdUwvLV9S](#)



4:10 PM
[View Tweet activity](#) [View all tweet activity](#)

Top Follower followed by 4,741 people

Category	Jan	Feb	Mar	Apr
Resources to Help Law Students Succeed	X	X	X	X
Other	X	X	X	X
Other	X	X	X	X
Other	X	X	X	X
Other	X	X	X	X

Top Follower followed by 4,741 people

Category	Jan	Feb	Mar	Apr
Resources to Help Law Students Succeed	X	X	X	X
Other	X	X	X	X
Other	X	X	X	X
Other	X	X	X	X
Other	X	X	X	X

CALI
 @calibr FOLLOWING YOU
 We improve legal ed with innovative tools. CALI Lessons, CALI Awards, eLanged books, class blogging or podcasting, and more. And we're not-for-profit

[View profile](#) [View followers dashboard](#)

Top mention retweeted 48 times
Law@Maties
 @matieslaw @BLJMaties
 A call to law students and staff to go and join the #Row against Hunger in #Brooklyn and help pack 60,000 meals today in the #Meatloaf. The Dean's office has already donated this month. @LawLibrariesSUN @CFRL_NPI [pic.twitter.com/7zjFvHq](#)



4:01 PM
[View Tweet](#)

Top media Tweet retweeted 0 times
 Our sincere condolences to Jonny Clegg's family for their loss. Rest in peace Jonny Clegg. You're remembered. @BLJMaties @LawLibrariesSUN
[View Tweet](#)

Top media Tweet earned 351 impressions
 Our sincere condolences to Jonny Clegg's family for their loss. Rest in peace Jonny Clegg, your legacy will live on. Remember Jonny Clegg by seeing the collection we have on him at @Stelbib library. See here: [bt.ly/2GldRx8](#) #JonnyClegg @LawMaties1 [pic.twitter.com/G57FOYyBS](#)



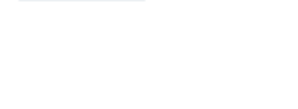
4:11
[View Tweet activity](#) [View all Tweet activity](#)

Analytics | Home | Tweets | Mentions | Likes | Retweets

Jul 2019 - in days

Twitter Moments

Top Tweet retweeted 23 times
Law@Maties
 @matieslaw @BLJMaties
 A call to law students and staff to go and join the #Row against Hunger in #Brooklyn and help pack 60,000 meals today in the #Meatloaf. The Dean's office has already donated this month. @LawLibrariesSUN @CFRL_NPI [pic.twitter.com/7zjFvHq](#)



4:01 PM
[View Tweet](#)

Top media Tweet retweeted 0 times
 Our sincere condolences to Jonny Clegg's family for their loss. Rest in peace Jonny Clegg. You're remembered. @BLJMaties @LawLibrariesSUN
[View Tweet](#)

Top media Tweet earned 351 impressions
 Our sincere condolences to Jonny Clegg's family for their loss. Rest in peace Jonny Clegg, your legacy will live on. Remember Jonny Clegg by seeing the collection we have on him at @Stelbib library. See here: [bt.ly/2GldRx8](#) #JonnyClegg @LawMaties1 [pic.twitter.com/G57FOYyBS](#)



4:11
[View Tweet activity](#) [View all Tweet activity](#)

Analytics | Home | Tweets | Mentions | Likes | Retweets

Jul 2019 - in days

Twitter Moments

Top Tweet retweeted 23 times
Law@Maties
 @matieslaw @BLJMaties
 A call to law students and staff to go and join the #Row against Hunger in #Brooklyn and help pack 60,000 meals today in the #Meatloaf. The Dean's office has already donated this month. @LawLibrariesSUN @CFRL_NPI [pic.twitter.com/7zjFvHq](#)



4:01 PM
[View Tweet](#)

Top media Tweet retweeted 0 times
 Our sincere condolences to Jonny Clegg's family for their loss. Rest in peace Jonny Clegg. You're remembered. @BLJMaties @LawLibrariesSUN
[View Tweet](#)

Top media Tweet earned 351 impressions
 Our sincere condolences to Jonny Clegg's family for their loss. Rest in peace Jonny Clegg, your legacy will live on. Remember Jonny Clegg by seeing the collection we have on him at @Stelbib library. See here: [bt.ly/2GldRx8](#) #JonnyClegg @LawMaties1 [pic.twitter.com/G57FOYyBS](#)



4:11
[View Tweet activity](#) [View all Tweet activity](#)

Analytics | Home | Tweets | Mentions | Likes | Retweets

Jul 2019 - in days

Twitter Moments

Top Tweet retweeted 23 times
Law@Maties
 @matieslaw @BLJMaties
 A call to law students and staff to go and join the #Row against Hunger in #Brooklyn and help pack 60,000 meals today in the #Meatloaf. The Dean's office has already donated this month. @LawLibrariesSUN @CFRL_NPI [pic.twitter.com/7zjFvHq](#)



4:01 PM
[View Tweet](#)

Top media Tweet retweeted 0 times
 Our sincere condolences to Jonny Clegg's family for their loss. Rest in peace Jonny Clegg. You're remembered. @BLJMaties @LawLibrariesSUN
[View Tweet](#)

Top media Tweet earned 351 impressions
 Our sincere condolences to Jonny Clegg's family for their loss. Rest in peace Jonny Clegg, your legacy will live on. Remember Jonny Clegg by seeing the collection we have on him at @Stelbib library. See here: [bt.ly/2GldRx8](#) #JonnyClegg @LawMaties1 [pic.twitter.com/G57FOYyBS](#)



4:11
[View Tweet activity](#) [View all Tweet activity](#)



July Analytics



Jul 2019 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 4,116 impressions

New study at @StellenboschUni has discovered SARS can 'pierce' corporate veil to catch tax avoiders. Read here: bit.ly/2LeACXj #LawLibrarianSUN @SLSJMaties @LawMaties1 @Matieslaw pic.twitter.com/Lb0uwnDVG8



🔗 2 ❤️ 1

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 48 engagements

Law@Maties
@LawMaties1 · Jul 23

A call to law students and staff to go and join the Rise against Hunger initiative and help pack 50 000 meals today in the Neelsie! The Dean's office has already done so this morning. @LawLibrarianSUN @CFSJ_MPlan pic.twitter.com/ex7qLFvJfq



🔗 2 ❤️ 10

[View Tweet](#)

Top Follower followed by 4,774 people

Constitutional Law	X	X	X	X
Contracts	X	X	X	X
Constitutional Law	X	X		X
eLangdell	K	X	X	X
eLangdell	K	X	X	X

Resources to Help Law Students Succeed

CALI

@caliorg [FOLLOWS YOU](#)

We improve legal ed with innovative tools. CALI Lessons, CALI Awards, eLangdell books, class blogging or podcasting, and more. And we're not-for-profit.

[View profile](#)

[View followers dashboard](#)

JUL 2019 SUMMARY

Tweets
23

Tweet impressions
12K

Profile visits
56

Mentions
4

New followers
8

[View Tweet](#)

Top media Tweet earned 361 impressions

Our sincere condolences to Jonny Clegg's family for their loss. Rest in peace Jonny Clegg, your legacy will live on. Remember Jonny Clegg by seeing the collection we have on him at @Stelbib library. See here: bit.ly/2GidRxB #JonnyClegg @LawMaties1 pic.twitter.com/G57FOiYaBS



🔗 1

[View Tweet activity](#)

[View all Tweet activity](#)



June Analytics



Jun 2019 - 30 days

TWEET HIGHLIGHTS

Top Tweet earned 4,229 impressions

Congratulations to the [@StellenboschUni](#) Law Clinic for being recognized as the South African Specialist Law Firm of the Year and the South African Social Justice Law Firm of the Year at the 2019 International 10th Annual Global Law Experts Awards.
[@Matieslaw](#) [@LawMaties1](#)

5 retweets 24 likes

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 801 people



Livhuwani Nemutanzhela

[@L_Nemutanzhela](#) [FOLLOWS YOU](#)

Senior Acquisitions Librarian [@WitsUniversity](#). Lifelong Learner & Knowledge Driven. [@KaizerChiefs](#) & [@ManUtd](#) fan | Passionate Fishermen | Retweet NOT Endorsement

[View profile](#)

[View followers dashboard](#)

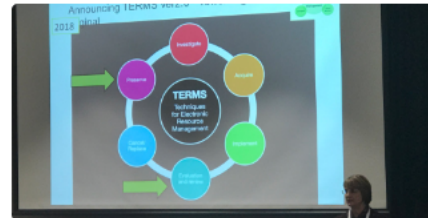
Top mention earned 13 engagements



Sibongiseni Mrwashu

[@TauWongLi](#) · Jun 24

Dorette Snyman presenting on the life cycle of e-resource material. [#sanlic2019](#)
[@LawLibrarianSUN](#) [@siencelibSUN](#)
[pic.twitter.com/WbToZtan4r](#)



3 likes

[View Tweet](#)

Top media Tweet earned 1,669 impressions

Need a quiet area for discussions? Book a Discussion at the [@Stelbib](#). Click here: [bit.ly/2WKiWVE](#).

[#LawSUN](#) [#LawLibSUN](#)

[#MondayMotivation](#)

[#StellenboschUniversity](#) [#LibSUN](#)

[@Matieslaw](#) [@StellenboschUni](#)

[@SLSJMaties](#) [@LawMaties1](#)

[pic.twitter.com/LJbC72kocC](#)



JUN 2019 SUMMARY

Tweets
17

Tweet impressions
10.8K

Profile visits
58

Mentions
3

New followers
10



Media literacy: Outcomes

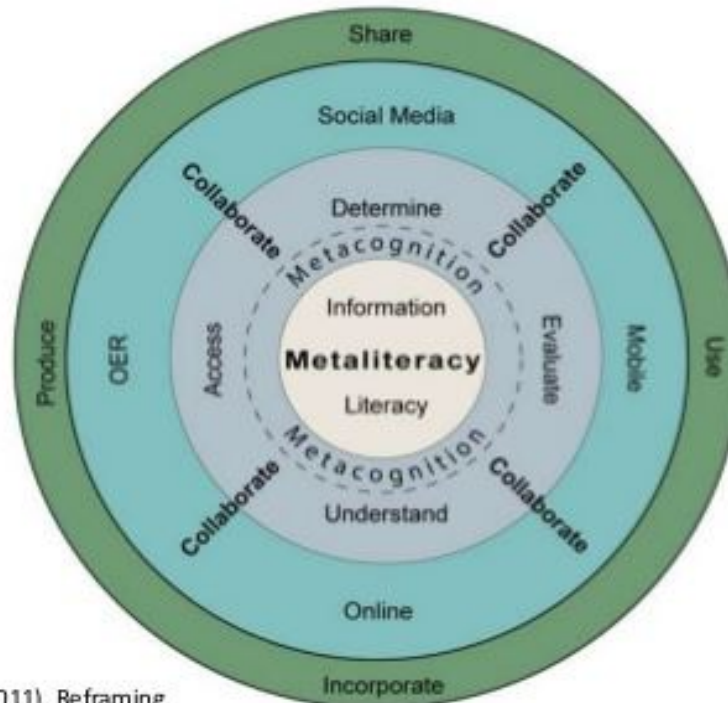


Metaliteracy (Mackey & Jacobson, 2011)

Understand format type and delivery mode

Evaluate user feedback as active researcher

Create a context for user-generated information



Evaluate dynamic content critically

Produce original content in multiple media formats

Understand personal privacy, information ethics and intellectual property issues

Share information in participatory environments

Mackey, T.P., & Jacobson, T.E. (2011). Reframing information literacy as metaliteracy. *College & Research Libraries*, 72(1), 62-78.

Image retrieved from <http://metaliteracy.cdlibprojects.com/what.htm>



Lessons Leant & Conclusion



Therefore librarians must be familiar with the social media environments and engagement in depth with their clients. In order to be able to apply fruitfully the principles of media literacy.

The role of the librarian is not stagnant, its dynamic in its nature and needs to be embedded and revolve around the student-life-curriculum.

Stellenbosch is over 100 years in existence, but when it comes to service we are young at heart.



Dankie
Thank you
Enkosi

