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FUTURISTIC MEDIA INFORMATION LITERACY TO COUNTER AI GENERATIVE DEEPFAKE MEDIA CONTENT AND ITS IMPLICATION

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The rapid growth of artificial intelligence (AI) has significantly transformed how information is created and shared. A major concern is the rise of AI-generated deepfake media content, with advanced algorithms producing convincing articles, videos, and images that are difficult to distinguish from real content. This capability increases the risk of disinformation, leading to miscommunication and political manipulation. Media literacy is essential for individuals to access, analyze, and critically evaluate media messages. It encourages questioning the legitimacy of sources and recognizing biases. This research explores the connection between media literacy and disinformation, proposing strategies for integrating media literacy into educational frameworks like NEP 2020. By fostering critical thinking skills, media literacy is crucial for navigating today's complex information landscape and combating the effects of fake news. It equips individuals to recognize and assess AI-generated misinformation, serving as a vital defense against disinformation in the digital age.

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