

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Dharmvir Singh

Course BAMC , EVEN Semester

Govt PG College, AmbalaCantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

- PO1-** Acquire knowledge related to the discipline under study.
- PO2 -** Communicate and reflect effectively and efficiently on the issues related to the discipline.
- PO3-** Exhibit the professional skills and competencies acquired during the Programme of study.
- PO4-** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.
- PO5-** Explore, analyze and provide solutions to the problems related to the discipline and life.
- PO6 -** Develop exposure to actual working environment leading to employability and entrepreneurship.
- PO7-** Exhibit scientific & research capabilities in academic, professional and general life pursuits.
- PO8-** Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

- PSO1 -** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.
- PSO2 –** Learn communication and professional skills related to various fields of mass communication.
- PSO3 -** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.
- PSO4 -** Become ethically committed media professional adhering to the human values and the values of the Indian culture.
- PSO5 -** Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

B23-JMC-205
MDC-2
MEDIA LITERACY SKILLS

Time-3Hours
TotalCredits-03
Theory-35
Internalassessment(T)-15
Practical-20
Internalassessment(P)-5
TotalMarks-75

Note-The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q.No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO1: To understand concept of media literacy
CLO2: To understand the concept of critical thinking and its importance
CLO3: To identify bias, misinformation and study fact checking
CLO4: To understand importance of media literacy for well being of society

UNIT	Topic	Contact Hours	Contact Hours
UNIT-I	Literacy: meaning, concept and importance Media Literacy: meaning concept and importance Historical background and development of the concept of media and information literacy (MIL) Difference between media literacy and basic literacy (ability to read and write) Difference between Media & Information Literacy & Media Literacy News Literacy, Digital literacy	CLO1	12
UNIT-II	Critical thinking meaning, concept and importance Importance of critical thinking in message interpretation Parameters to identify truth and message interpretation skills Concepts of misinformation, disinformation, distorted information, fake news & challenges for democracy and society Challenge of widespread lies in digital age Concept of truth, objectivity and personal bias	CLO2	12
UNIT-III	Parameters of an appropriate message Parameters of an appropriate response to message Skills to identify media bias & prejudices Fact-checking & verification and media literacy in digital era Responsible response and reaction to various messages Media & Information Literacy (MIL) as a tool for right decision making Concept of 'Qualified citizen' and media literacy western & Indian perspective Ancient Indian concept of message interpretation and critical thinking	CLO3	12
UNIT-IV	Media literacy and well being of society Impact of irresponsible social media usage on society Individual responsibilities as a message producer Ethical responsibility as a social media user Media literacy skill usage during crisis	CLO4	12

COURSE OBJECTIVES:

- CLO1: Understand how media messages create meaning
- CLO2: Identify who creates messages and what are tools of persuasion
- CLO3: Identify bias, misinformation
- CLO4: Understand how to evaluate and create media messages

COURSE Outcomes:

- 1: Understand how media messages create meaning
- 2: Identify who creates messages and what are tools of persuasion
- 3: Identify bias, misinformation
- 4: Understand how to evaluate and create media messages

BAMC_SEMESTER _II_Media Literacy Skills

14-02-2024 to 20-05-2024

Week 1	Literacy: meaning, concept and importance
Week 2	Media Literacy: meaning concept and importance
Week 3	Historical background and development of the concept of media and information literacy (MIL)
Week 4	Difference between media literacy and basic literacy (ability to read and write)
Week 5	Difference between Media & Information Literacy & Media Literacy
Week 6	Critical thinking meaning, concept and importance
Week 7	Holi Vacations
Week 8	Importance of critical thinking in message interpretation
Week 9	Challenge of widespread lies in digital age
Week 10	Concept of truth, objectivity and personal bias
Week 11	Parameters of an appropriate message
Week 12	Skills to identify media bias & prejudices Parameters of an appropriate response to message Fact-checking & verification and media literacy in digital era
	Exam Starts 20-05-2024