

Department of English
Programme: BBA - General English

Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
II		Media Literacy	45	Offline	3	3
Course Objectives:	<ul style="list-style-type: none"> • Navigate through the digital world. • Understand the news media ecosystem. • Learn how to look for information in digital spaces, organize them and validate the credibility of the information collected for academic and everyday needs. • Analyse and interpret media discourses to understand the society and study how they shape individual experiences. • Develop and refine the LSRW skills through discussions and activities. 					
Course Outcomes:						T Levels:
CO1	Source and organize information from reliable resources and figure out the credibility of news reports, articles, stories, and other information available on diverse media outlets.					T3
CO2	Display an understanding of the ways in which media platforms influence perceptions and shape experiences.					T4
CO3	Display an ability to critique media generated socio-political and cultural discourses.					T5
CO4	Articulate issues/ideas with greater clarity and communicate effectively.					T6
Module 1	News Analysis and Interpretation					12 Hours
<p>a) Evaluating news articles: Read articles and opinion pieces published in various newspapers, web-portals, and magazines to evaluate their authenticity, bias – if any, and the perspective from which the news is reported, or the opinion is stated.</p>						T3
<p>b) Analyzing television news and debates: Watch television news debates and discuss the authenticity, bias – if any, and the perspective from which the news is presented or reported. Also discuss both common and exclusive aspects of news reported on television and print media. The activities in this module will study the impact created through both television and print media on individuals and the society at large.</p>						T4
<p>The activities will focus on developing and refining the LSRW skills. The course instructor is free to select news article/report/TV shows/documentaries/videos of his/her choice for the activity other than those prescribed in the syllabus.</p>						

Readings: <ol style="list-style-type: none"> 1. The Propaganda Model – Extract from <i>Manufacturing Consent</i> by Edward Herman and Noam Chomsky 2. “Why so many people believe fake news – and how to get them to see through conspiracy theories” by Mark Lorch, <i>The Conversation</i> 3. The Indian Tale of Lost Credibility of Journalism: Who to Blame? – Sidhant Dubey 4. Private Interest Journalism – Hartosh Singh Bal 5. Open Letter to the Chief Justice of India – P Sainath 		
Module 2	Digital Media and the Internet	10 Hours
<p>1. Information gathering in online spaces: Select a topic and search online to find in-depth information about the topic. Students may speak about the processes that they underwent while collecting the information, including the websites they visited and how they got to know about the sources.</p> <p>2. Video analysis: Watch well-researched YouTube videos and engage in discussions based on select themes. Give chance to each student to briefly express their experience of selecting and watching the video.</p> <p>3. Producing content for the online spaces: Discuss various ways of producing content for the internet. Encourage students to come up with content for a media platform of their choice, and conduct peer review sessions. Encourage students to go through the content assigned to them and use the skills learnt in the semester to analyse the content and share feedback.</p> <p>Readings and Viewings</p> <ol style="list-style-type: none"> 1. YouTube Channels: Ted Talks, Big Think, Kurzgesagt 2. Case Study: People’s Archive of Rural India (ruralindiaonline.org) <ol style="list-style-type: none"> a) In Haveri, Ratnavva’s Life of Hopes and Seeds – S. Senthilir b) I Never Got a Chance to Play for India Again – Riya Behl c) The Headmaster of Dabli Chapori – Priti David d) Rita Akka’s Life is Going to the Dogs – M Palani Kumar 		T4
Module 3	Understanding Social Media	12 Hours
<p>This module includes a set of activities related to how experiences are represented in social media. The course instructor may conduct any two activities from the list given</p>		

<p>below in class.</p> <ol style="list-style-type: none"> 5 Discuss the students' relation with social media. Ask students to write how social media spaces influence their everyday experiences 6 Imagine a month without social media and write about the possible impacts 7 Ask students to identify an important change they discovered within themselves after engaging with social media 8 Discuss the impact of social media on society and individuals by discussing an essay <p>Readings and Viewings:</p> <ol style="list-style-type: none"> 1. "I type, therefore I am" by Tom Chatfield, Aeon Magazine 2. The Social Dilemma (2020) 	<p>T5</p> <p>T6</p>
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Mapping of CO and PO												
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1				H	M	H		L	M			L
CO2				H	H	M		M		L		L
CO3				H		H		L	M	L		M
CO4				H	M	L		L		M		H