

Institute of Education and Research
Faculty of Education
University of the Punjab, Lahore



Program	Bachelor of Education (B.Ed.)	
Course Title: Media Education		Course Type: Interdisciplinary Course
Course Code: IDEd-307	Credit Hours: 3	Duration: 16 Weeks
Introduction	The course gives an overview of media education, types of media, media skills, media effect on education and society. It discusses the impact of media war on society.	
Learning Objectives	After studying the course students will be able to: <ol style="list-style-type: none"> 1. Describe the basic concepts of education. 2. Analyze the impact of media on lifestyle of people in Pakistan. 3. Suggest ways to overcome the negative impact of media on society. 4. Review the application of code of ethics in media. 	
Course Content	<ol style="list-style-type: none"> 1. Introduction to Education <ol style="list-style-type: none"> 1.1. Concept of Education 1.2. Process of Education/Elements 1.3. Modes of Education 1.4. Significance of Education 2. Introduction to Media and Education <ol style="list-style-type: none"> 2.1. Concept of media and its importance 2.2. Media Education: Prophetic Role 2.3. Education & Media as the Pillar of the State 2.4. Objectives of Modern Media & Education 3. Types of Media <ol style="list-style-type: none"> 3.1. Missionary Journalism & Corporate Journalism 3.2. Print Media & Education 3.3. Electronic Media & Education 3.4. Social Media & Education 3.5. Public Relation & Marketing of Education 4. Media Skills <ol style="list-style-type: none"> 4.1. Column & Article Writing 4.2. Book Review Writing 4.3. Language use in Media 4.4. Role of Educationist in Media 4.5. Preparation of Special Edition on Education 4.6. Preparation of Talk Shows on Education 4.7. Media Campaign on Education 5. Media Effect <ol style="list-style-type: none"> 5.1. Propaganda & Its Remedy 5.2. Effects of Media on Education 6. Media and Ethics <ol style="list-style-type: none"> 6.1. Code of Ethics 6.2. Psychological Warfare 	
Textbook(s)	Buckingham, D. (2013). Media education: Literacy, learning and	

	contemporary culture. John Wiley & Sons. Singh, U. K., & Sudarshan, K. N. (1996). <i>Media education</i> . Discovery Publishing House.
Suggested Reading	Aydarova, S. H., Giniyatullina, L. M., Sagdieva, R. K., Husnutdinov, D. H., Mirzagitov, R. H., & Gabidullina, F. I. (2017). Models of media education in teaching Tatar language. <i>Revista ESPACIOS</i> , 38(60), 6. Bazalgette, C. (Ed.). (2010). <i>Teaching media in primary schools</i> . Sage. Martín, A. G., & Tyner, K. (2012). Media education, media literacy and digital competence. <i>Comunicar. Media Education Research Journal</i> , 20(1), 31-39. Strasburger, V. C. (2010). Media education. <i>Pediatrics</i> , 126(5), 1012-1017. Mohanty, P. (1992). <i>Mass media and education</i> . Ashish Publishing House. Bukhari, A. Z. (2006). <i>Mass media and methods of education</i> . Anmol Publications Pvt. Ltd.
Teaching/Learning Strategies	Lecture Discussion Cooperative Learning Class activities Applied Projects
Assignments	Summary writing Mini projects Term papers Presentation
Evaluation Criteria	Assignment/Project/Presentation 25% Mid Term 35% Final Term 40%