

Title: Digital Media & Social Development
 Code: DMC-406
 Semester: 7th
 Rating: 3 Credit Hours

DMC-406 Digital Media & Social Development

3 Cr. Hrs

Course Description:

The role of Information and communication technologies is crucial in development. Artificial intelligence, ICTs infrastructure and gadgets are driving the development goals in environment, gender, health and education sectors. This course will discuss all these areas from technology and communication perspective.

Learning Outcomes:

The student will be able to

- Develop the understanding of SGDs.
- Understand the role of ICTs in development
- Learn the use of digital media in development campaigns.
- Understand the functions of artificial intelligence in a society.

Course Contents:

1. Technological determinism and new media
2. Development communication in digital age
3. Sustainable development goals
4. Process of social change
5. Paradigms of development
6. Digital media strategies for Development
7. Digital Media in rural and urban settings
8. Digital Media and SDGs
9. Diffusion and innovation and social behaviors
10. Planning for development campaigns on social media

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.