

Program	BS Media & Development Communication	Course Code	MDC 243	Credit Hours	3
Course Title	MEDIA & INFORMATION LITERACY (Major)				
Course Introduction					
This course aims to develop critical thinking skills related to media and information consumption. Students will learn to access, analyze, evaluate, and create media in various forms, fostering an informed and engaged citizenry.					
Learning Outcomes					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> 1. Understand the concepts of media and information literacy. 2. Critically analyze media content and its impact on society. 3. Develop skills to create responsible and effective media messages. 					
Course Content				Assignments/Readings	
Week 1-3	1. Introduction to Media and Information Literacy 1.1 Media Literacy 1.2 Information Literacy 1.3 Digital Literacy				
Week 4-5	2. Language of Media Products: 2.1 Codes, Conventions, and Messages 2.2 Audience, Producers, and Other Stakeholders				
Week 6	Elements of Media Production Process				
Week 7-9	3 Legal, Ethical, and Societal Issues in Media and Information 3.1 Copyright/Fair Use/Plagiarism 3.2 Netiquette, 3.3 Digital Divide, Addiction, and Bullying 3.4 Virtual Self and Others				
Week 10-11	4. Opportunities, Challenges, and Power of Media and Information: 4.1 Economic, Educational, Social, and Political 4.2 Threats, Risks, Abuse, and Misuse				
Week 12-13	5. Current and Future Trends of Media and Information 5.1 Massive Open Online Content 5.2 Wearable Technology 5.3 3D Environment 5.4 Ubiquitous Learning 5.5 Others				
Week 14-15	6. Importance of Media and Information Literate Individual for Society 6.1 Improved Quality of Life 6.2 Greater Political Participation 6.3 Better Economic Opportunities 6.4 Improved Learning Environment 6.5 More Cohesive Social Units				
Week 16	7. Media and Information Literacy for Development				
Textbooks and Reading Material					

1. Hobbs, R. (1998). The seven great debates in the media literacy movement. *Journal of Communication*, (4), 16–32. <https://doi.org/10.1111/j.1460-2466.1998.tb02734.x>
2. Murakami, K. (2019). Media Literacy and Social Activism. In R. Hobbs & P. Mihailidis (Eds.), *The International Encyclopedia of Media Literacy* (pp. 1–7). John Wiley & Sons, Inc. <https://doi.org/10.1002/9781118978238.ieml0139>
3. Potter, J. (2019). *Media Literacy* (9th ed.). eBook-PDF version, Los Angeles, USA: Sage Publications, Inc. <https://doi.org/10.1002/9781405165518.wbeosm064>
4. Rivoltella, P. C. (n.d.). *Digital Literacy: Tools and Methodologies for Information Society*. eBook, Hershey, USA: IGI Publishing.
5. Silverblatt, A., Ferry, J., & Finan, B. (2015). *Approaches to Media Literacy: A Handbook* (2nd ed.). eBook, Los Angeles, USA: Taylor & Francis.
6. Silverblatt, A., Smith, A., Miller, D., Smith, J., & Brown, N. (2014). *Media Literacy : Keys to Interpreting Media Messages* (4th ed.). Santa Barbara, California, USA: Praeger.
7. Smith, J. (2015). *Master the Media:How Teaching Media Literacy Can Save Our Plugged-In World*. San Diego, CA: Dave Burgess Consulting, Inc.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

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

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination 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.