

SEMESTER - VII

BSCS 401: Media and Information Literacy (3 Cr. Hrs)

Course Objectives:

- Develop an understanding of the various forms and types of media messages from visual to text
- Provide different perspectives on the interpretation of same media content including role of ideology
- Initiate critical thinking in students regarding subjectivity in media content

Learning Outcomes:

After completion of this course, students will be able to:

- Understand and interpret Media messages from different perspectives
- Investigate the role of bias and subjectivity in the construction and dissemination of media content related to different platforms

Course Contents:

1. Introduction to Media Literacy, Definitions and Perspectives
2. Working of Media and its Effects; Understanding Information Processing, Reception and Interpretation
3. Construction of Meaning: Language, Representation and Objectivity
4. Studying Placement of Content, Page Makeup and Layout
5. Visuals Interpretation: Colour, Form, Movement, Depth, Watching Position
6. Semiotic Analysis, Revealing the hidden cues, Signifier and Signified
7. Discourses of Ideology and Hegemony in the perspective of Media Messages
8. Self and others, Gender Stereotyping and Representation

Teaching Methodology:

- Lectures
- In-Class Activities
- Written Assignments

Assessment:

- Midterm Assessment
- Formative Assessment (Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)
- Final Assessment

Recommended Readings:

Share, Jeff (2015). Media Literacy is Elementary: Teaching Youth to Critically Read and Create Media. Peter Lang Inc., International Academic Publishers.

Renee., Hobbs (2011). Digital and media literacy: connecting culture and classroom. Thousand Oaks, Calif.: Corwin Press

Supsakova, Bozena (2016). "Media Education of Children a Youth as a Path to Media Literacy".ProQuest. 7 (1)

The European Charter for Media Literacy. Euromedialiteracy.eu. Retrieved on 2011-12-21.

Jacobs, Heidi (2017). Active Literacy Across the Curriculum. New York: Routledge.

Hobbs, Renee (2010). "Empowerment and protection: Complementary strategies for digital and media literacy in the United States". Formare: 1–17.