

# **SKILL ENHANCEMENT COURSE - IV**

## **MEDIA IN EDUCATION**

Credits: 4

### **COURSE OBJECTIVES**

The course acquaints students with media and education and aims to create a critical awareness of media use and its influence. In light of the widespread media culture, the course seeks to deploy existing competencies to develop skills to probe into the problems, possibilities and challenges of media use in education. The course presents media as a text for study and using existing skills for creating alternatives.

### **LEARNING OUTCOMES**

On completion of this course, learners are expected to:

- Demonstrate familiarity with different kinds of media that have been deployed in education and the functions that they have been deployed towards.
- Show critical awareness of the extent of media use and the nature of its usage.
- Compare and analyse messages communicated through written media, performances and audio visual media.
- Analyse representations in print and digital media, identify stereotypes and make own alternative messages.
- Follow methods to distinguish between news and fake news, information and misinformation.
- Keep learning journals/ blogs on their own media use.

### UNIT 1: COMMUNICATION, MEDIA AND EDUCATION

( 4 weeks)

- Forms of communication in education: verbal, non-verbal, written; different learning arrangements and media use in formal, non-formal and informal settings
- Educational communication through performing art and visual arts
- Mass media in education: role of books, magazines, newspapers, radio, television, films, internet use
- Digital media for educational activities : types and usage

### UNIT 2 : CRITICAL MEDIA AWARENESS

(5 weeks )

- Understanding the Media Culture: shaping of views, experience, tastes and interactions
- Media as a text and source of education
- Stories and narratives: advertising, historical serials, social films
- Attention, perception and memory in social media
- News and Views: ownership, sponsorship (paid news, advertorials) and interests covered

### UNIT 3: ENGAGING WITH MEDIA

(5weeks)

To have hands on experience, students are expected to engage with any one the following or similar kinds of activity:

- Use internet resources for verifying news and fake news.
- Study the representation of women, children, youth or any other social group in mass and social media
- Survey the extent and nature of media use among peer group.
- Review essay or video essay on any aspect of media culture.
- Critical review of the representation of a social group in a television programme.
- Power point presentation and report on different kinds of social media forwards received and source checking they have undertaken by students.
- Examining a TV news programme for balanced reporting.
- Make a learning blog on media usage.

### READINGS

#### ESSENTIAL READINGS

- McQuail, Denis , 2010, McQuail's Mass Communication Theory(6th Edition), Chapter 3(3 Concepts and Models for Mass Communication, ), Chapter 4(Theory of Media and Society), Chapter 5(Mass Communication and Culture), Sage
- Rosenstone, Robert A. 1995, The Historical Film as Real History, in Film Historia, Vol V, No. 1, 1995, 5-23.
- Saeed, Saima, 2013, Screening the Public Sphere: Media and Democracy in India, Routledge, Taylor and Francis Group, Chapter 9 and 15

#### WEBSITES

BBC videos on Ways of Seeing by John Berger( Episode 1-4)

### TEACHING LEARNING PROCESS

The course will be taught through interactive pedagogic methods, such as classroom discussion, debates, film discussions, critical media analysis, collaborative learning tasks which enhance reading comprehension of core writings in the area and innovative projects. Reflective expression and learning will be encouraged.

### KEY WORDS

Media, Education