

Branch Name:	Management
Program Code:	MS101
Course Title:	Media Literacy and Critical Thinking
Course Code:	22-MDC157-1C

Course Objectives:

1. To Understand Media Concepts: Equip students with a foundational understanding of key media concepts, including types of media, media ownership, and the impact of media on society.
2. To Develop Analytical Skills: Enhance students' abilities to critically analyze media messages and their underlying purposes.
3. To Evaluate Media Sources: Foster skills in assessing the credibility, reliability, and biases of various media sources.

Teaching Scheme

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	1	0	2	25	25	-	-	50

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to Media Literacy- Definition of Media Literacy, Media Literacy: Nature, Scope and Importance, Sub fields: Digital Literacy and Visual literacy, Media Messages Skills in Media Literacy Interpreting media messages: Semiotics, Ideology, Media as Text, Commercial messages, Artificial Intelligence and Media Empires • Skills in media literacy • Identifying and evaluating the sources • Detecting bias in news • Media empires • Hegemony, and • Ownership patterns	15	50%
2	Essential Concepts of Critical Thinking- Critical Thinking vs. Creative Thinking Thinking Outside the Box, Essential Concepts of Critical Thinking, Fact, Opinion & Assertion, Theory, Mythology & Ideology, Elements of thought, Developing Intellectual Skills Intellectual Standards, Intellectual Virtues, creativity Subsections, Person, process, Product & Press	15	50%
	Total Hours	30	100%

Text Books:

- Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
- Hodkinson, P. Media, Culture and Society: An Introduction (Sage, 2010)
- John. V. The Media of Mass Communication (PHI, 2012)
- Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)

Reference Books:

- Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013)
- Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
- W.J. Potter, Media Literacy, 7th ed. (Sage, 2013)

Course Outcomes (CO):

1. Students will be able to identify and explain fundamental media concepts and terminologies.
2. Students will demonstrate the ability to critically analyse media messages and identify the strategies used to convey particular viewpoints.
3. Students will articulate the ethical implications of media production and consumption, considering aspects such as misinformation, privacy, and representation.

Mapping of CO with PO and PSO

Course Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CO1	M	M	L		L			M
CO2		H		H		M	L	H
CO3				M	L		M	

H: High, M: Medium, L: Low