Resource Person: Dr. Farhat Munir

Semester: Spring, 2022

Course Title: Digital, Media, Literacy

Course Code

Course Type: Alternative to Thesis

Counseling Hours: Class Days

Program:

Program Head:

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| --- | --- | --- | --- |
|  | **Name** | **Signature** | **Date** |
| **Prepared By**  (Resource Person) | Dr. Farhat Munir |  |  |
| **Checked By**  (Program Head) |  |  |  |
| **Approved By**  (Dean SSSH) |  |  |  |

**Course Description& Format**

Literacy in its broadest sense describes "particular ways of thinking about and doing reading and writing with the purpose of understanding or expressing thoughts or ideas in written form in some specific context of use. In other words, humans in literate societies have sets of practices for producing and consuming writing, and they also have beliefs about these practices. Reading, in this view, is always reading something for some purpose; writing is always writing something for someone for some particular ends. Beliefs about reading and writing and its value for society and for the individual always influence the ways literacy is taught, learned, and practiced over the lifespan.

Digital and media resources are emerging as significant influencing factors in improving literacy. There are several forms of media that can be created, viewed, modified and distributed via electronic devices. Digital tools are commonly used software, video games, videos, websites, social media, and online advertising. However, with the constant shifts in technology, one cannot deny the influence that digital tools have over our way of life. It changes the way we educate, entertain, publish and interact with one another on a daily basis also added greater scope in describing literacy. All these transformations have introduced several forms of literacies. These are categorized under two major headings; Digital literacy refers to an individual's ability to find, evaluate, and clearly communicate information through typing and other media on various digital platforms. Digital literacy encompasses 21st-century skills related to the effective and appropriate use of technology. It is evaluated by an individual's grammar, composition, typing skills and ability to produce text, images, audio and designs using technology.

Media Literacy- According to the National Association for Media Literacy Education, media literacy is the ability to access, analyze, evaluate, create, and act using all forms of communication. Media literacy means anything from interpreting emojis to understanding underlying messages in online advertisements to producing viral video content and recognizing native advertising. This course is designed to see how the literacy is being interpreted and operationalized since the massive innovativeness in digital and media tools. Moreover, how effective use of these resources of technology and media can boost the advancement of education across levels to achieve international educational targets.

**Course Instructional Objectives**

1. The main instructional goal is to familiarize the students with the basic descriptions of literacy and its emerging forms due to the use of technology and media
2. To give them knowledge about how digital tools and multiple sources of media are influences the rate of literacy across the world including Pakistan
3. To prepare them as an academician to utilize effectively these tools in education sector to contribute in improving the education index of Pakistan and achieving SDG-4 educational targets set for 2030.

**Course Students’ Objectives**

1. The students will get familiarize the students with the basic descriptions of literacy and its emerging forms due to the use of technology and media
2. They will acquire knowledge about how digital tools and multiple sources of media are influences the rate of literacy across the world including Pakistan
3. How skills and competencies for digital literacy and media literacy intersect and provide us with essential skills for playing, learning and working as citizens of the digital world.
4. They will be able to utilize effectively these tools in education sector to contribute in improving the education index of Pakistan and achieving SDG-4 educational targets set for 2030.

**Course Contents**

Following is the session-wise breakup of the course:

**Session-1: Introduction**

* One-to-one introduction
* Course Introduction,
* Discussion on Course Outline
* Setting up of Norms
* Dividing the class in Study Groups which will remain intact till the completion of the course

**Session 2: Defining & Describing Digital, Media, Literacy**

Following topics will be covered in this session

* What is literacy
* How digital and media resources are influencing the literacy

**Session 3: Types of Literacies**

Following topics will be covered

* Forms of digital literacies
* Types of media and media literacies

***Activity:*** *Cases for discussion*

**Session 4: Uses of Internet and Mobile Effectively**

**Following topics will be covered**

* Blogging
* Cell Phones and Texting
* File Sharing
* Authenticating Information

**Session 5: Uses of Internet and Mobile Effectively**

**Following topics will be covered**

* Instant Messaging
* Online Gaming
* Social Networking
* Video Sharing

**Session 6: Media Issues and their Solutions**

**Following topics will be covered**

* Media Issues
* Body Image
* Gender Representation
* Diversity in Media
* Intellectual Property
* Marketing & Consumerism
* Violence

**Session 7: Digital Issues and their Solutions**

**Following topics will be covered**

* Authenticating Information
* Cyberbullying
* Cyber Security
* Excessive Internet Use

***Class Activity:* Project allocation**

***Assessment:* (Work sheet)**

**Session 8: Digital Issues and their Solutions**

**Following topics will be covered**

* Gambling
* Online Hate
* Online Ethics
* Online Marketing
* Privacy
* Emotional Exploitation

***Class Activity:* Project allocation**

***Assessment:* (Work sheet)**

**Session 9: Digital Smarts**

**Following topics will be covered**

* Online Basics
* Online Safety
* Online Privacy

**Class Activity: Project allocation**

**Assessment: (Work sheet)**

**Session 10: Digital Smarts**

**Following topics will be covered**

* Online Shopping and Entertainment
* Navigate Online Information
* Navigate Online Privacy and Security

**Class Activity: Project allocation**

**Assessment: (Work sheet)**

**Session 11: Implementing Digital Literacy in the Classroom Guide**

* Implementing Digital Literacy in Curriculum
* Digital Technology and Classroom Management
* Connecting Classrooms to the world

**Session 12:** **Mid-term**

**Session 13: Raising Ethical Kids for a Networked World**

Following topics will be covered

**Session 14: USE, UNDERSTAND & ENGAGE: A Digital Media Literacy Framework**

* The case of Canadian School
* Analysing the implications for Pakistan’s education system

**Session 15: Concluding Session (Recap)**

The semester will be concluded with the following

* The students will share their learning strengths and gaps for which they will be given remedial session
* The final examination format and criteria will be discussed
* Students will submit their portfolios

Reference Book:

**The resources will be given before every session**

**ASSESSMENT METHODOLOGY**

|  |  |
| --- | --- |
| Quizzes | 10 |
| In-Class Activities / Class Work / Case Studies | 10 |
| Project/Presentation | 15 |
| Mid-Terms | 25 |
| Final Term Exam | 40 |
| Total | 100 |

**Counseling Hours: From Monday to Thursday: 3:30 pm to 5:30 pm**