

Course Title: Media Literacy & Critical Thinking				
Course Code: MDE 102		No. of credits: 2	L-T-P: 20-10-0	Learning Hours: 30
Pre Requisite:				
Department: Policy and Management Studies				
Course Coordinator:		Course Instructor: Prof. Pooja Priyamvada		
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Course Type: Core		Course Offered: Semester 2		
Course Description: The course aims at equipping students with the skills to analyse media critically and make informed decisions in a media-saturated world. It explores the intersection of media, communication, and societal impact, focusing on bias, misinformation, and ethical dilemmas. Students will learn to deconstruct messages across diverse platforms, understand media influence on public opinion, and develop logical reasoning and argumentation skills. The course emphasizes critical evaluation of sources, fact-checking, and fostering media literacy to become discerning consumers and creators of content. Interactive discussions, case studies and practical projects will enhance students' ability to navigate and respond to the evolving media landscape effectively.				
Course Objectives:				
<ol style="list-style-type: none"> 1. Understand media literacy and its significance in business and society 2. Understand media influence 3. Understand basics of critical thinking & its importance in business administration 4. The art of persuasion, argument & critical media skills 5. Effective decision making & Media communication for businesses 6. Importance of research & fact checking 				
Module	Topics	L	T	P
1.	<u>Media Literacy & its significance</u> I. Introduction to Media Literacy <ul style="list-style-type: none"> ▪ Definition, scope, and importance of media literacy. ▪ Overview of media types: print, broadcast, digital, & social media. II. Understanding Media Messages <ul style="list-style-type: none"> ▪ How media messages are constructed: text, visuals, & narratives. ▪ Recognizing stereotypes, biases, and propaganda techniques III. Media's Impact on Society <ul style="list-style-type: none"> ▪ Influence of media on culture, politics, and business. ▪ Analyzing media's role in shaping public opinion & behavior. IV. Media Literacy in the Digital Age <ul style="list-style-type: none"> ▪ Challenges of misinformation, fake news, and deepfakes. ▪ Evaluating credibility and authenticity of online sources. 	3	1	
2.	<u>Basics of Critical Thinking & its significance</u> I. Introduction to Critical Thinking <ul style="list-style-type: none"> ▪ Definition, principles, and importance of critical thinking. ▪ Role of critical thinking in personal & professional decision-making. II. Components of Critical Thinking <ul style="list-style-type: none"> ▪ Logical reasoning, analysis, and evaluation. ▪ Distinguishing facts, opinions, and assumptions. III. Barriers to Critical Thinking <ul style="list-style-type: none"> ▪ Cognitive biases and logical fallacies. ▪ Influence of emotions, peer pressure, and cultural factors. IV. Applications of Critical Thinking in Business <ul style="list-style-type: none"> ▪ Problem-solving and decision-making in business contexts. ▪ Critical thinking in leadership and team management. 	4	2	
3.	<u>The Art of Persuasion, Argument & Critical Media Skills</u> I. The Art of Persuasion in Business	4	2	

	<ul style="list-style-type: none"> ▪ Principles of persuasive communication in business contexts. ▪ Understanding audience psychology and crafting compelling messages. ▪ Ethical considerations in persuasion and influence. <p>II. Constructing and Evaluating Arguments</p> <ul style="list-style-type: none"> ▪ Elements of a strong argument: claims, evidence, and reasoning. ▪ Identifying and avoiding logical fallacies in arguments. <p>III. Critical Thinking and Media Skills in Business</p> <ul style="list-style-type: none"> ▪ Analyzing business-related media messages and advertisements ▪ Leveraging media platforms for strategic communication and branding. ▪ Managing media crises and responding to public criticism effectively. 			
4.	<p><u>Effective Decision Making</u></p> <p>I. Importance of effective decision-making</p> <p>II. Tools of decision making SWOT analysis, cost-benefit analysis, and decision matrices.</p>	2	1	
5.	<p><u>Media Communication for Business, Research & Fact-Checking</u></p> <p>I. Media Communication Strategies for Business</p> <ul style="list-style-type: none"> ▪ Crafting clear and impactful messages for various media platforms. ▪ Tailoring communication for internal and external stakeholders. ▪ Role of storytelling and visuals in effective business communication. <p>II. Research Skills for Media Communication</p> <ul style="list-style-type: none"> ▪ Identifying credible sources for business-related information. ▪ Conducting primary and secondary research for media campaigns. <p>III. Fact-Checking and Verifying Information</p> <ul style="list-style-type: none"> ▪ Importance of accuracy and credibility in business communication. ▪ Tools and techniques for fact-checking media content. ▪ Avoiding the spread of misinformation in professional and public platforms. 	4	2	
6.	<p>I. Analysis of real life case studies about media influence & Critical Thinking in Business strategies and Plans</p>	3	2	
	Total	20	10	
<p>Evaluation Criteria</p> <ul style="list-style-type: none"> • Class Participation & Discussion:30 % - Attendance as per UGC norms-10 marks, 2 Group discussions 10 marks, 1 Presentation 10 marks • Assignments & Quizzes:30% - 2 Written assignments 10 marks & 2 quizzes 10 marks each • Case Study Analysis & Presentation: 40%- Students shall be assigned a case study in groups & each group will present it before the class. Case Study report 20 marks Presentation marks 				
<p>Learning Outcomes of the course for the students</p> <ol style="list-style-type: none"> 1. Develop Media Literacy: Students will critically analyze media messages, identifying biases, stereotypes, and misinformation across various platforms. 2. Enhance Critical Thinking: Gain the ability to evaluate arguments, assess evidence, and apply logical reasoning in decision-making processes. 3. Apply Ethical Judgment: Demonstrate awareness of ethical considerations in media consumption, creation, and communication. 4. Improve Communication Skills: Craft clear, persuasive, and responsible media messages tailored for diverse business audiences. 5. Master Fact-Checking: Utilize tools and strategies to verify the credibility of information and combat misinformation effectively in professional contexts. 				
<p>Pedagogical Tool Lectures, Group Discussions, Presentations & Seminar, Case studies and Readings</p>				
<p>Suggested Readings</p> <ul style="list-style-type: none"> • Carr, Nicholas. <i>The Shallows: What the Internet Is Doing to Our Brains</i>. W. W. Norton & Company, 				

2010.

- Pariser, Eli. *The Filter Bubble: What the Internet Is Hiding from You*. Penguin Press, 2012.
- Chomsky, Noam, and Edward S. Herman. *Manufacturing Consent: The Political Economy of the Mass Media*. Pantheon Books, 1988.
- *Routledge Research in Media Literacy and Education*. Routledge, 2015.
- Silverblatt, Art, Jane Ferry, and Barbara Finan. *Approaches to Media Literacy: A Handbook*. Routledge, 2015.
- Morris, Sarah E., editor. *The Critical Thinking About Sources Cookbook*. ACRL, 2020.
- Pandya, Jessica Zacher, et al., editors. *The Handbook of Critical Literacies*. Routledge, 2022.
- Kress, G. *Literacy in the New Media Age*. Routledge, 2015.
- Frechette, Julie, and Rob Williams. *Media Education for a Digital Generation*. Routledge, 2017.
- Hoechsmann, Michael, and Stuart R. Poyntz. *Media Literacies: A Critical Introduction*. Polity Press, 2012

Online Resources

- Association for Media Literacy
- Center for Media Literacy
- International Council for Media Literacy
- Media Literacy and Media Education Organizations

Prepared by:

Course Reviewer(s):

1. Dr Shikha Gupta, Former Faculty/Director, Sushma Swaraj Institute of Foreign Service, Ministry of External Affairs, Government of India