

VAJ101: Digital Media Literacy

(Total teaching hours: 32hrs)

Course Objective: Equip students with the skills to navigate, analyze, and ethically use digital media platforms, understand social media strategies, and fact-check information.

Course Outcome: By the end of the course, students will be able to assess the credibility of digital content, understand the role of algorithms and data privacy, and responsibly participate in the digital media landscape.

Unit 1: Understanding Digital Media

8 hours

- 1.1 Introduction to Digital Media: Definition and evolution of digital media.
- 1.2 Digital Platforms: Overview of social media, blogs, podcasts, and video platforms.
- 1.3 Impact on Communication: How digital media changes the way we consume and produce information.
- 1.4 Digital Footprint: Understanding your online presence and its implications.

Unit 2: Social Media Strategies

8 hours

- 2.1 Best Practices for Engagement: Techniques for building an audience.
- 2.2 Content Creation: Crafting shareable and relevant content.
- 2.3 Analytics Tools: Introduction to measuring engagement and reach.
- 2.4 Case Studies: Successful social media campaigns in journalism.

Unit 3: Fact-Checking Techniques

8 hours

- 3.1 Importance of Fact-Checking: Understanding misinformation and its effects.
- 3.2 Tools for Verification: Websites and software for fact-checking.
- 3.3 Developing a Fact-Checking Process: Steps for verifying information.
- 3.4 Ethical Implications: Navigating the ethical considerations in fact-checking.

Unit 4: Ethics in Digital Media

8 hours

- 4.1 Digital Ethics Overview: Key ethical principles in digital media.
- 4.2 Privacy Concerns: Understanding user privacy and data protection.
- 4.3 Misinformation and Accountability: The journalist's role in combatting false information.
- 4.4 Emerging Ethical Dilemmas: Addressing issues like deepfakes and algorithmic bias.

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