

SEM 4 - VAC 2 - JOURNALISM

MEDIA AND CIVIC ENGAGEMENT (KU4VACJMC214)

Module I: Media, Democracy, and Citizenship

Unit	Description
1	Understand the historical and theoretical foundations of media's role in democracy and citizenship
2	Concept of media literacy and informed citizenship (Media literacy, citizenship, constitution)
3	Overview of Community Journalism and its significance in civic engagement (homogenous and heterogeneous communities, civic sense, and constitutional morality)
4	Different community media platforms

Module II: Community Journalism and Civic Dialogue

5	Importance of community-based media engagement for civic dialogue
6	Identifying relevant community issues and concerns (gender, caste, class, linguistics and geographical issues)
7	Ethical considerations in community and civic journalism (media ethics especially on sensitive issues)

8	Techniques for conducting interviews with community members and stakeholders
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Module III: Media and Civic Activism

9	Different social media platforms for civic engagement and activism
10	Social media-driven movements and campaigns for social justice (example – Arab Spring revolution)
11	Social media for grassroots-level community enhancement (illiteracy, poverty, health issues)
12	Citizen journalism and new media

Module IV: Media Campaigns for Civic Engagement

13	Elements and strategies of a media campaign
14	Analyzing effective Media campaigns