

SEM 4 - VAC 3 - JOURNALISM

MEDIA FOR SOCIAL CHANGE

(KU4V ACJMC215)

Module I: Introduction to Media and Social Change

Unit	Description
1	Mass Media and Social Change
2	Historical overview of Media's role in social change
3	Theoretical Frameworks: Agenda setting, Framing, and cultivation Theory
4	Media pluralism and public opinion

Module II: Media Campaigns and Social Development

5	Elements of a Successful Media Campaign
6	Strategies for Developing Media Campaigns
7	Role of traditional media in social development: Print, Television, Radio
8	Privacy and consent in Media Campaigns

Module III: Digital Media and Social Change

9	Impact of the internet and social media on social movements
10	Digital Storytelling Techniques
11	Viral campaigns and Hashtag Activities
12	Emerging Trends and Technologies

Module IV: Media Ethics and Social Responsibility

16	Ethical Issues in Media
17	Media responsibility: Balancing objectivity and Advocacy
18	Media Representation of Marginalized Groups
19	Sensationalism and Impact on Popular Taste