



Indian Institute of Management Indore

INTEGRATED PROGRAMME IN MANAGEMENT (IPM) TERM: VIII

MEDIA LITERACY: DISCOURSE AND POWER IN THE DIGITAL AGE

CREDITS: 4

COURSE DESCRIPTION

Media Literacy is defined as the “the ability to access, analyze, evaluate, create, and act using all forms of communication.” Arising from this premise this course will familiarize students with the various types of communication appeals, media practices, information and communications technologies, and the theoretical and ideological discourses underlying such endeavours. By tracing the discursive role of media in shaping the manifestation of globalization, this course also traces the growth of current communication environments and their relevance in shaping postcolonial nation states like India.

COURSE OBJECTIVES

The primary objective of the course will be to familiarize the students with the dynamic role of media in constructing dominant societal and cultural perceptions. A keen understanding of the methods through which media shape and use our surroundings will be derived through a dialogue between the assigned texts. Students will develop a persuasive way to address the pertinent societal and media-related issues arising from the course material and discussions. By the end of the course the students will be able to:

- Address the general issue of communication and mass media in culture
- Describe how mass media plays a key role in the development, socialization and learning of individuals
- Analyze the goals and methods of various media industries.
- Discern the social, political and cultural implications of different forms of media
- Gain experience and identify techniques to become media literate
- Present research findings and respond to groups