

MATA SUNDRI COLLEGE FOR WOMEN
INTERNAL QUALITY ASSURANCE CELL (IQAC) & KASAK: BA PROGRAMME
SOCIETY
IN COLLABORATION WITH
SCENARIO CONSULTING PVT. LTD.
UNDERSTANDING AND USING ONLINE MEDIA EFFECTIVELY
Short Term Course from August 22 to September 22.
30 hours

Prof. HARPREET KAUR
Principal
Course Patron

Dr. JASLEEN KAUR
Course Coordinator

Dr. LOKESH KUMAR GUPTA
IQAC Coordinator

Ms. AMITA LALWANI
Course Director

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B.A. (P) Coordinator

*Internal Quality Assurance Cell (IQAC) & Kasak, the B. A. Programme Department of Mata Sundri College for Women, University of Delhi introduced a short term course on “**UNDERSTANDING AND USING ONLINE MEDIA EFFECTIVELY**” in collaboration with SCENARIO CONSULTING PVT. LTD from 22nd August 2021 to 23rd September 2021.*

*The total duration for the course was 30 hours with certification and tons of knowledge about using social media in a wise manner. The event was graced by **Prof. (Dr.) Harpreet Kaur**, principal of MSCW. She inaugurated the short term course with an opening speech by describing the ancient styles of learning and understanding things, and how online media has been so involved in the day to day business.*

Zoom Meeting

EKISHA
EKISHA

amita malhotra

Anushka Chourasia

Richa Dhir

Ishika Minocha
Ishika Minocha

neeraJ
neeraJ

In summary

Focus on Media Literacy
Attributes of the Constructed Message

What is the visible and embedded content (values, points of view, facts/opinions)?

Who is meant to see the message?

Why is it being sent?

What specific elements did the creator(s) use for effects?

Who constructed the message?

Content

Audience

Purpose

Format

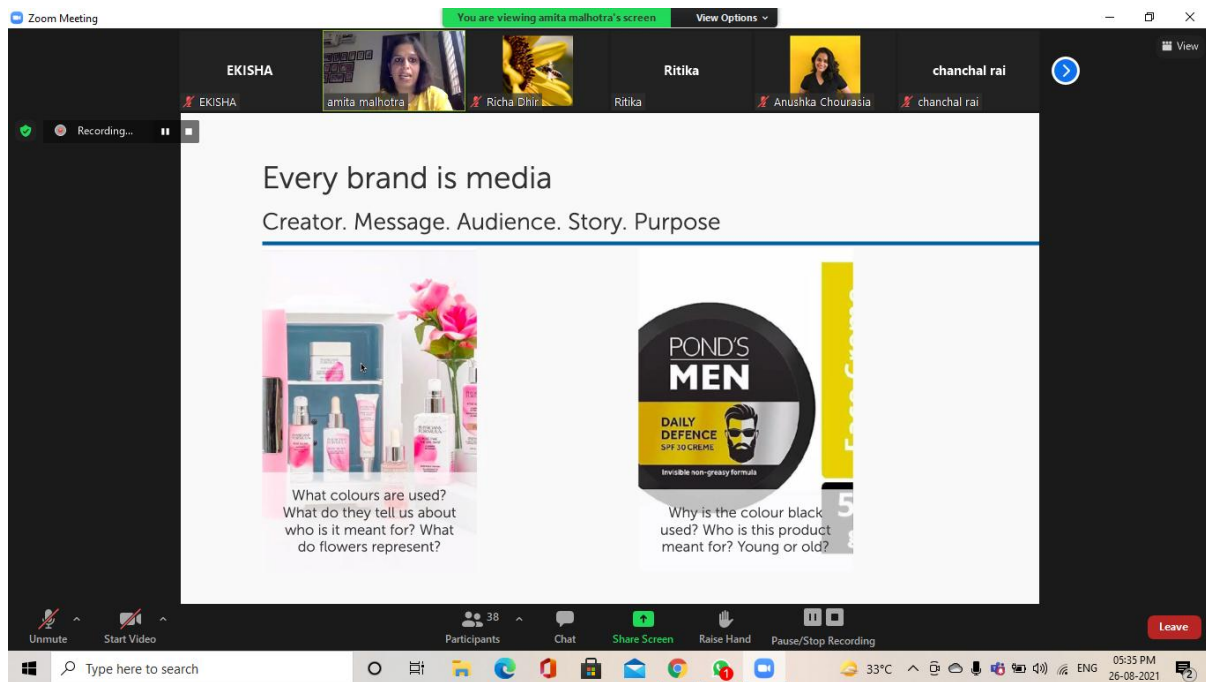
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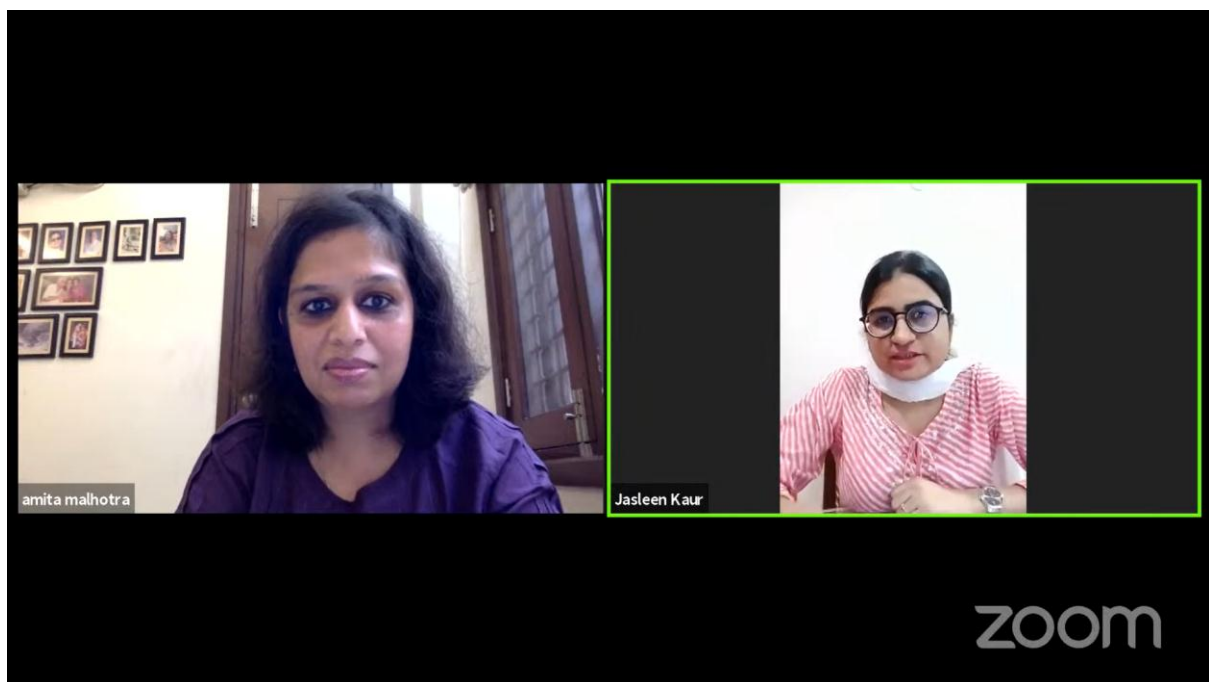
The instructors for the course were **Ms. Amita Lalwani**, who is a well experienced personality in the field of media and communication. She completed her studies in English Literature from Lady Shri Ram College, Delhi University and further from Symbiosis International University, Pune she completed her degree in communication management. She has been working in public relations, digital marketing and communication field from last 15 years.

Along with her, **Ms. Gunjan Chorasias** had also mentored the students in the weekend class. She is a Canada based independent woman. Ms. Gunjan is a communication management postgraduate with over 13 years of international leadership experience in media outreach, establishing global brands one storyline at a time. She has expertise in involving stakeholders, creating quality programming, and managing projects flawlessly to establish and sustain reputation. She has significant marketing communications experience gained from working on a wide range of projects in both agency and in-house roles across several industries. She is digitally aware and a champion of technology and innovation.



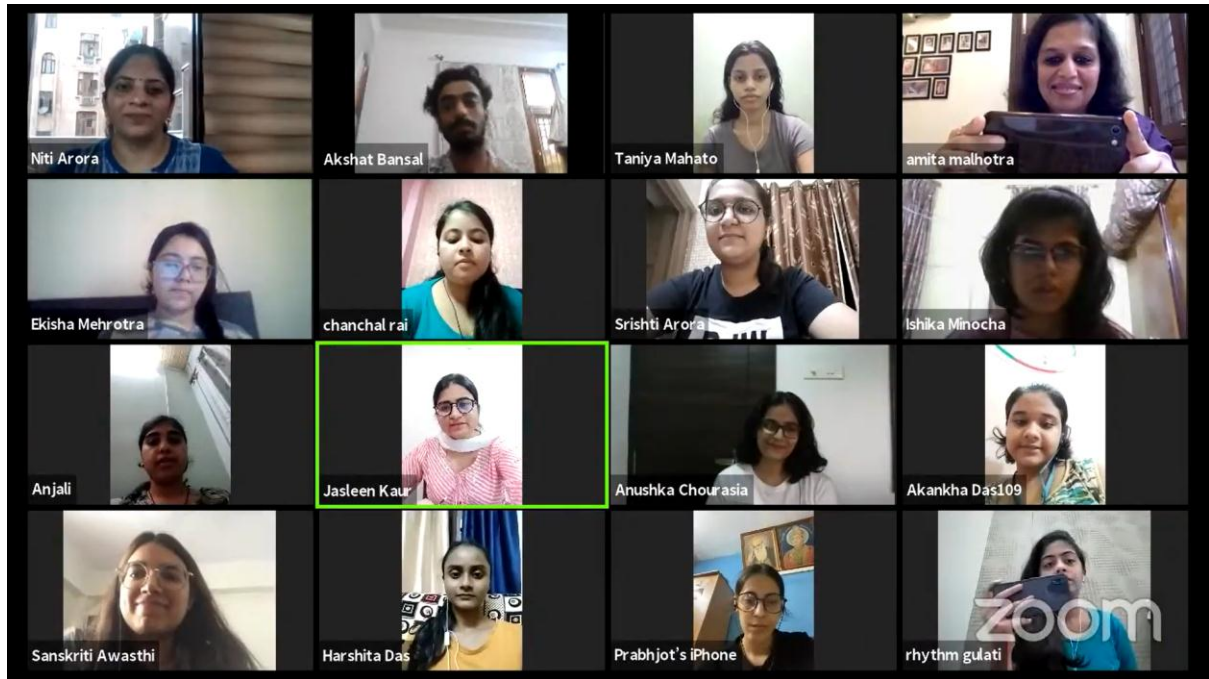
This course is designed keeping all practical learning aspects in mind. Be it from professional perspective or personal learning. Humans live in a time when there's an abundance of content and information is all-pervasive. We spend countless hours onscreen, constantly clicking and browsing, from Instagram to YouTube. Business, relationships, and leisure become increasingly entwined. All of our time is taken up on Netflix, Facebook, WhatsApp, or Tinder, which are indeed being bombarded the brains and our instincts are also being anesthetized. Ms. Amita has explained how to communicate online in a responsible and efficient manner.

How to protect our privacy, financial data, and mental health from cyber-threats. Keep distractions to a minimum and stay focused. This course is aimed for all young students who want to learn more about how media influences their mind and their Choices. This course will help students understand how they can become more critical consumers, curators and creators of media. It will also offer a brief introduction to careers in media for students looking at professional opportunities in media and communication. The students enrolled in the course can pursue careers as a journalist and in the field of advertising and branding. It provides a wide open career opportunities to the students and a takes up a suitable place in the Cvs.



The course is to make you responsible and rational user of the online platforms. Practices that enable people to access, critically analyse, create, or influence media are known to as media literacy. Media literacy is described as a collection of skills that are required for profession, life, and citizenship and is not limited to a particular technology. There are 3 types of information which student studied during the lectures i.e. malinformation, disinformation and misinformation.

In the Era of democracy everyone has a right to speak about the current circumstances to anyone. But the person is self-responsible for the matters and conversations he has created so far. You've a right to say anything but It is your duty to post or share information which is relevant and is not harming any of the person on the Online platforms. Information is a good source as well as can be a poison to the industry. So as a rational citizen it is our keen responsibility to share an adequate data or information.



Participants from all over the Delhi University joined and enrolled in the course. Students really enjoyed the course and had a great sense of using the media wisely. We got amazing reviews and feedbacks by the end of the session as well as the course.