



Mata Sundri College for
Women
University of Delhi

scenario

SHORT-TERM ONLINE COURSE ON

Understanding and Using Online Media Effectively

**Internal Quality
Assurance Cell (IQAC)
&
B.A (Programme) Society**
IN COLLABORATION WITH

**Scenario Consulting
Private Ltd.**

introduce



Dates - August 23 to September 22, 2021

Duration - 30 hours

Eligibility - Undergraduate students (All courses)

Classes - Tuesdays, Thursdays and Saturdays

Medium of Instruction - English and Hindi

Prof. HARPREET KAUR
Principal
Course Patron

Dr. LOKESH KUMAR GUPTA
IQAC Coordinator

Dr. NITI ARORA
B.A. (P) Coordinator

Dr. JASLEEN KAUR
Course Coordinator

Ms. AMITA LALWANI
Course Director

Course Fee: INR 500 only*

PAYMENT AND REGISTRATION LINK:

<https://pmny.in/NlvL5DBErGgM>

*Non-refundable



Background to the Course

We live in an age of information overload and an all-pervasive media. From Instagram to YouTube, we spend more and more hours online, endlessly swiping and infinitely scrolling. The lines between work, relationships, entertainment all get blurred. All our time gets lost in a deep rabbit hole called Netflix, Facebook, Whatsapp or Tinder. We are not able to see this but our minds are under siege and our senses are numbed. In this course, we will explore, in such a world how do we -

- **Learn how our online presence shapes our sense of self, our relationships and our reputation**
- **Learn to communicate effectively and responsibly online**
- **Differentiate between facts and fake information**
- **Stay safe from threats to our privacy, financial data and mental-health**
- **Minimise distraction and stay productive**
- **Explore how new media has disrupted work and new exciting opportunities to grow professionally**



Learning Outcome

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

Course Modules

Media Literacy

- What is media literacy
- Why do we need media literacy
- What is Fake News
- How to Spot Fake News
- Misinformation to Disinformation
- How to find credible information
- Becoming mindful of echo chambers and filter bubbles
- Rights and responsibilities as a media consumer, curator and creator

Maintaining Healthy Relationship on and with Technology

- How social media hacks our brain
- How to minimise distraction
- The science behind addiction and what you can do
- How social media hacks our brain
- How your online footprints shape your sense of self, your reputation and your relationships
- Acting responsibly in how you communicate and behave online
- Coping with peer pressure, anxiety and other mental health issues

Maintaining Online Safety

- What kind of risks does/can one encounter online?
- What you need to know about phishing and scams?
- What are key concerns around personal privacy
- How to keep your information secure?
- From bullying to abuse, how to combat negative and harmful interactions online?

Course Modules

How can we use social media effectively

- Building a personal brand
- Becoming a creator online - instagram, YouTube
- The nuts and bolts of content writing
- An introduction to d2c brands
- Rallying around a common cause, or online activism

Leaning about careers in communication and media today

- From Journalism to Public Relations, digital advertising to brand marketing, meet people working in a wide range of professions across media
- Understand what skills does it take to succeed in media today

Meet the Team

Amita Lalwani is a seasoned media and communication professional with over 13 years of experience. She is the Founder of Equalitee, India's first gender-cool brand that challenges gender stereotypes in early childhood. She is also the Co-Founder of Candidly, an initiative to create awareness on issues of gender, sexuality, media and technology among children and young adults.

She has more than a decade's experience in communication and brand marketing starting her career with Genesis Burson-Marsteller, going on to help grow, among India's first digital consulting firms Blogworks. An alumna of Lady Shri Ram College (LSR), New Delhi and Symbiosis, Pune (where she studied English Literature and Communication Management respectively), Amita has handled diverse roles in digital strategy, branding, reputation management and public relations managing top global brands including Mahindra, Samsung, Horlicks, Singapore Airlines, Cotton Council, GE Capital amongst others. She is a board member at TARSHI, a Delhi-based not-for-profit working in the space of sexuality and reproductive rights. She was awarded the Best Social Enterprise – Women and Children for Equalitee at Kidstoppress Awards 2018.



AMITA LALWANI

**Course Director
and Lead Instructor**

Gunjan Chaurasia is a post graduate in communication management and brings 13+ years of global experience in high-stake communications outreach, building global brands one narrative at a time. She has a proven track record of stakeholder engagement, impactful content, and seamless project management skills to build and protect reputation. She brings solid marketing communications expertise derived from a diverse range of projects across multiple sectors in agency and in-house roles. Digitally savvy and an advocate of technology and innovation, she is well-versed in several MarTech tools and is always exploring ways to deploy technology for campaign effectiveness and efficiencies. She is based in Canada.



GUNJAN CHAURASIA
Course Instructor

About

Mata Sundri College for Women, University of Delhi

Mata Sundri College For Women is an institution where we strive to achieve excellence not only in higher education but also women empowerment. A constituent college of the University of Delhi, the college, was founded on 17th July, 1967 by the Gurudwara Prabhandak Committee, Delhi State. We are proud of a robust student strength of more than four thousand vibrant young women in the college and a strength of 175 distinguished faculty members and 64 members of the non-teaching staff. With its extremely well qualified teaching faculty and an efficient support staff backing them, the college provides an ideal learning environment for young women, giving shape to their most cherished dreams and wings to their creative pursuit. We are a college offering Humanities, Commerce and Science courses to students who come from an eclectic background. Our college is one of the eight colleges of University of Delhi which offers the Bachelor of Elementary Education (B.El.Ed.) course which is an integrated professional degree program. In addition, with a view to encourage skill based education, we offer many skill development programs like Basic and Advanced Courses in Computers, Travel and Tourism, Textile Designing and Foreign Languages. Our mission is to provide quality education to students that not only nurtures individual talents but also fosters a spirit of camaraderie and teamwork. This is blended with sound values and ideals. Besides our commitment to academic excellence, we also pursue extra-curricular activities with equal enthusiasm.

NOTE

- 30 hours course includes 20 hours of teaching and 10 hours of Projects/Assignments.
- Class Timings: Tuesdays (5-7pm), Thursdays (5-7pm), and Saturdays (11am-12:30pm and 3:30-5pm).
Minimum attendance should be 75 per cent.
- Zoom link and YouTube link will be shared with registered participants

SCENARIO CONSULTING PVT. LTD.
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CONTACT US

Student Coordinators

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