



DON BOSCO INSTITUTE OF TECHNOLOGY

DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

IEEE-DBIT STUDENT BRANCH & IETE-DBIT STUDENT CHAPTER

Report on Critical Media Literacy Webinar

Topic: “Critical Media Literacy”

Date: 27th May, 2020

Time: 4:00 pm -6:00 p.m.

Venue: Zoom Meeting/YouTube (Online Platform)

Link to the webinar: <https://www.youtube.com/watch?v=GPczyza3XFQ>

Speaker: Mr. Sagar Gangurde, Director Indian Programs, Seeds of Peace

Target Audience: Students between the age group of 15-19 years

No of participants registered: 188

No of participants attended: 168

No of DBIT faculties attended: 9

No of DBIT students attended: 24

Objective:

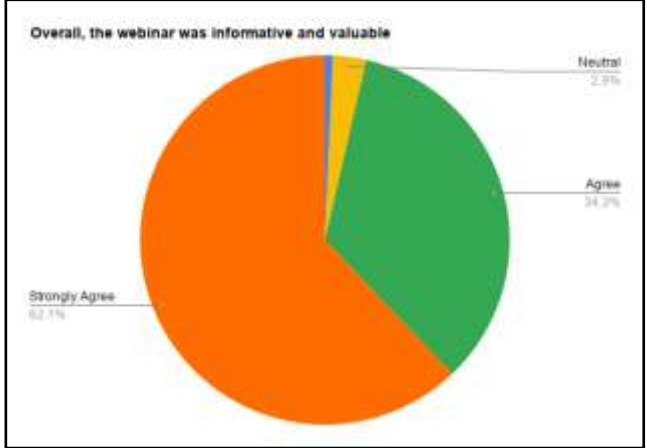
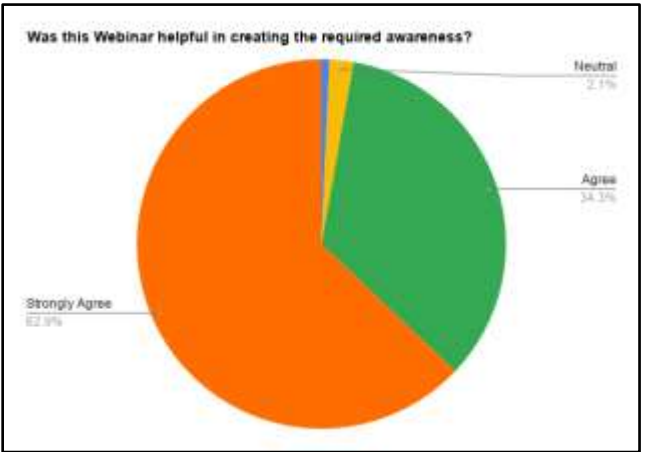
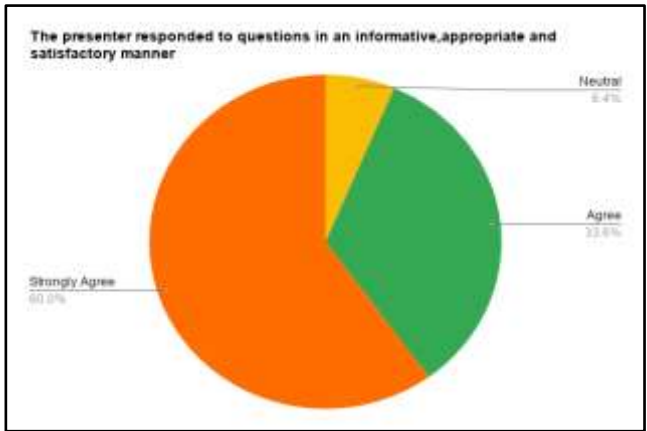
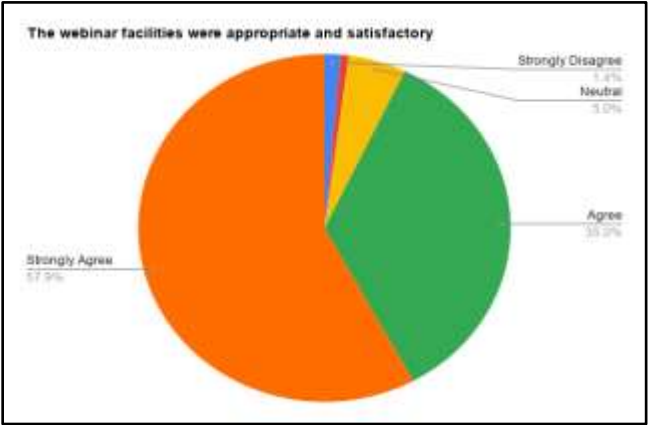
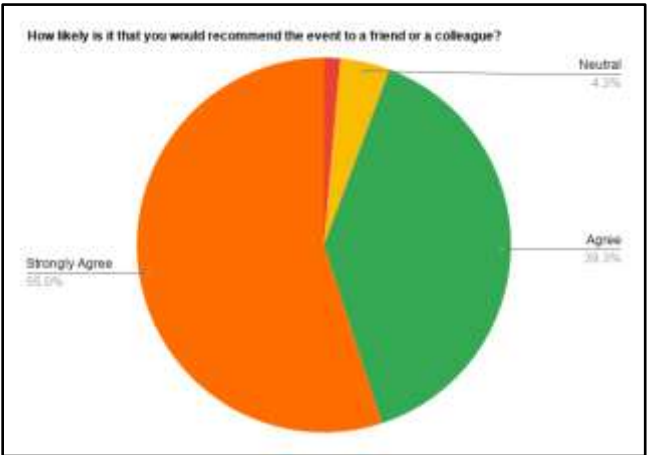
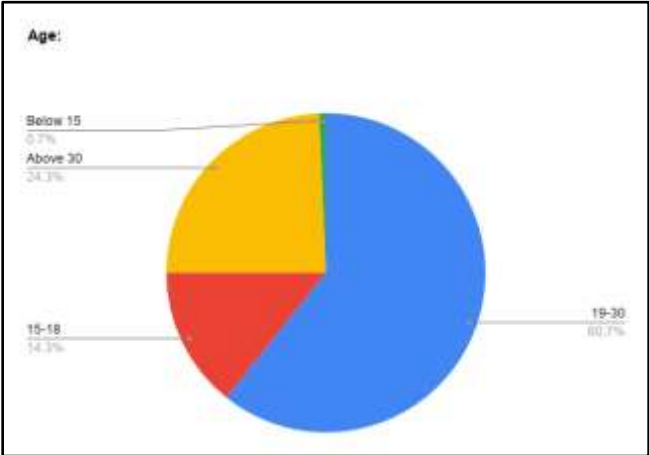
- To help in creating the required awareness on critical media literacy.
- To be able to emphasize on how to deconstruct the media around us by using the 5 critical questions and understand the role of fake news in the commonplace.
- Also, to provide the participants, with knowledge to examine various forms of media with an ability to consider the credibility of the source and draw a conclusion on the authenticity of the information.

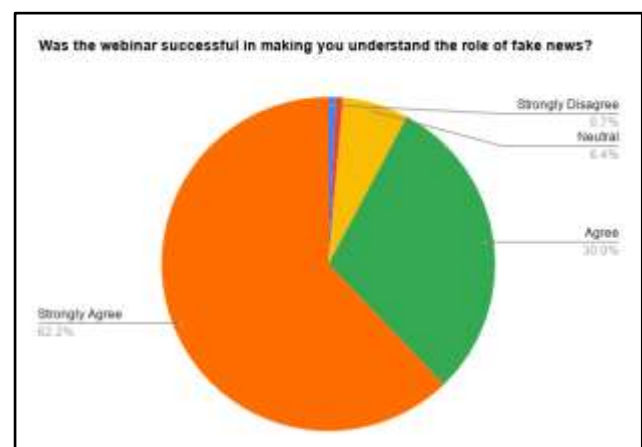
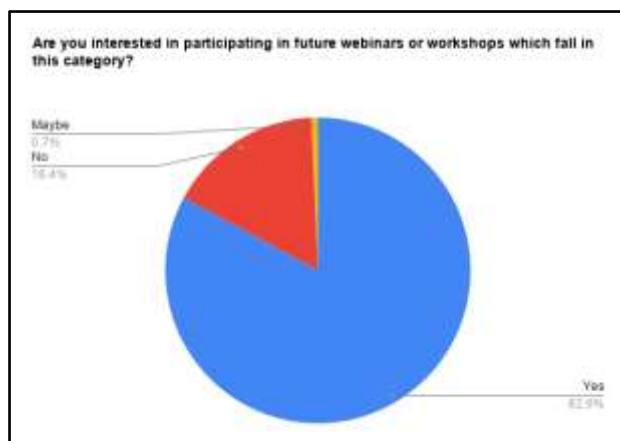
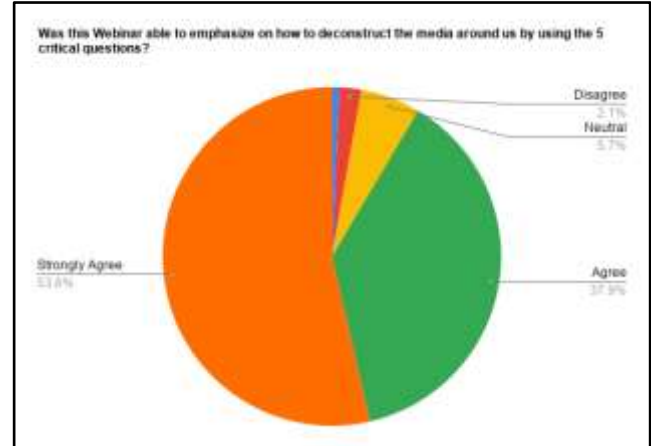
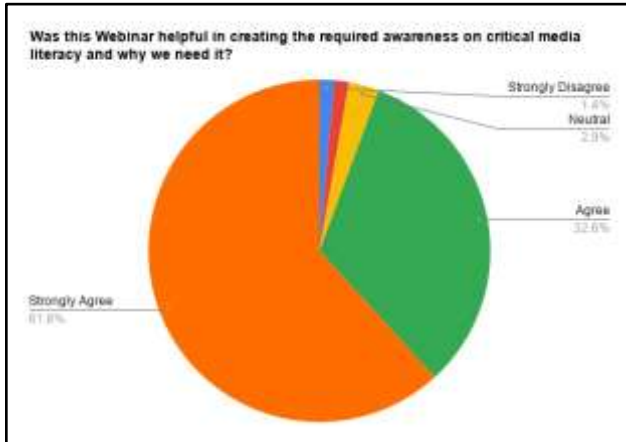
Description:

- The IEEE and IETE student bodies of DBIT organized a webinar on “Critical Media Literacy” on the 27th of May.

- The session commenced with an introductory speech by Dr. Sudhakar Mande, Professor of DBIT, EXTC department followed by an introduction of the speaker Mr. Sagar Gangurde, Director Indian Programs, Seeds of Peace.
- Following the introduction, Mr. Sagar Gangurde took over and started the session by asking the participants to send in their answers to the question - how many hours they spend on media each day on “menti.com”, an online interactive tool.
- After the analysis of the answers, he continued by defining what media is and explained that is produced in mass forms for mass audiences.
- The speaker then proceeded to ask the participants to enter all the forms of social media they had experienced that particular day on the online tool.
- Further, the speaker shed light on the various types of media which are present such as the Internet, Radio, Podcasts, Books, Newspapers etc.
- Mr. Gangurde also illustrated why Critical Media Literacy is important in our daily life, He talked about how media influences our central democratic process. Further, he added how the consumption of Media influences the perceptions, beliefs and attitude of the society,
- He continued by explaining the importance of visual communication and information, the need for lifelong learning, also how it builds the fundamental understanding of the role of media in the society and the essential skill to inquire and self-express as citizens of democracy.
- He moved on to explain what is not considered as Media Literacy, and introducing the participants to the 5 CML key points which are Analyze, Access, Evaluate, Create and Participate.
- He talked about News Literacy and about the difference between journalism and other sources of information and how the media no longer just shapes a part of culture but it is in fact becoming our culture.
- Before concluding his address, the speaker discussed about how the mind and media together play an important role in our daily life because of how it shapes our thought processes and beliefs and in turn how we should analyze and inquire about the information we get.
- After the address, the session was open to a Q&A session with the participants. The questions were selected from the participants from the zoom call as well as from the audience joining live from YouTube and Mr. Gangurde addressed all of them very meticulously.
- The session was concluded with the Vote of thanks delivered by Mrs. Namita Agarwal, Faculty, EXTC Department, DBIT, after which the participants were requested to fill the feedback forms circulated on the WhatsApp groups.

Feedback Analysis:





Summary of Webinar Analysis:

From the above analysis we can see the overall reception to the webinar was positive. The majority of the participants were of the age groups 19-30 followed by participants above 30 with a significant number belonging to the engineering domain. The bulk of the participants felt that the overall webinar was satisfactory and informative. As reflected by the feedback, the webinar helped many by creating awareness on media literacy and helped them understand the role of fake news. A High number of the participants are interested in future webinars and would likely recommend it to a colleague.

Event Poster:



Report Prepared by: Mr. James Robin K (Reporting Head)

Report Approved by: Ms. Gejo George (IEEE-DBIT SB Counselor)