

**Course Module
SYLLABI
For
Value Added Course**

**Certificate Course in Media Literacy and Fake News
detection**

**Offered by
Department of Journalism and Mass
Communication**



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

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Course Module
Value Added Program
Course Module Structure

S. No.	Contents Deliverance	Learning Outcomes
1	Introduction to Media Literacy (5hrs)	Learners will be able to define media literacy and explain its significance in evaluating modern media messages.
2	Understanding Fake News (5 hrs)	Learners will recognize different forms of fake news, including satire, click bait, and misinformation, and understand their societal impact.
3	Identifying Reliable Sources (5 hrs)	Learners will develop the ability to assess the credibility of news sources by examining authorship, publication standards, and supporting evidence.
4	Tools and Techniques for Fact-Checking (5 hrs)	Learners will demonstrate the use of digital tools and websites to verify the authenticity of media content and detect manipulated information.
5	Analyzing Media Bias and Framing (5 hrs)	Learners will identify bias, framing techniques, and persuasive language in media content and assess their influence on public perception.
6	Responsible Media Engagement (5 hrs)	Learners will practice ethical sharing habits, report misinformation, and contribute to a healthy and informed media environment.

Evaluation Pattern:

- Quiz Test
- Class Presentation followed by Viva Voce

Total Duration Required:

- 30 Hours

References:

1. **World Bank.** (2020). *World Development Report 2020: The Changing Nature of Work*. World Bank Group.
2. **Sachs, J. D.** (2015). *The Age of Sustainable Development*. Columbia University Press.
3. **India Brand Equity Foundation (IBEF).** (2023). *India's Growth Story*. Available at: IBEF Website.
4. **Sen, A.** (1999). *Development as Freedom*. Alfred A. Knopf.

5. **United Nations.** (2015). *The 17 Goals – Sustainable Development Goals*. United Nations. Available at: *SDGs Official Document*
6. **Jha, S.** (2018). *The Changing Role of Governance in India's Development*. Oxford University Press.