

ACTIVITY REPORT

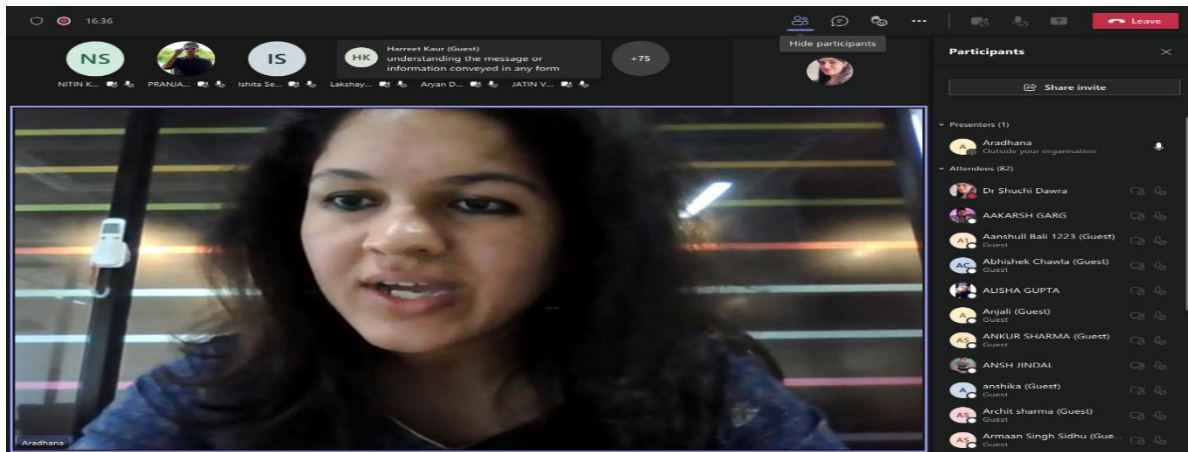
Name of the activity	'Media Literacy' as a part of 21st Century Skills MLP by Dalham	Date	18 th December,2021
Name of the Coordinator(s)	Dr. Shuchi Dawra	Time	11:30 AM (IST)
Name of the Resource Person	Dr. Aradhana Talwar	Mode	Virtual through MS Teams
Nature of the activity	Career Counselling Session	Program & Batch	B. Com (2020-23) BBA (2020-23) BA Economics (2020-23) Integrated BBA-MBA (2020-25) Integrated B. Com-MBA (2020-25)
Number of students participated	110	Academic Session	2021-22

About the Activity

The expert session was organised to make learners understand the concept of Media Literacy. The session focused on the set of competencies required, different mediums, and industry based pedagogic models used by the big names in the media. Dr. Anuradha also emphasised the importance of critical thinking, creativity, inter-cultural dialogue, participation and civic engagement in Media Literacy and the impact of these on the content strategy.

Activity objectives and Outcome achieved

S.No	Objectives	Outcomes
1.	To understand the basics of Media Literacy	Learners have understood the basic foundations of Media Literacy
2.	To understand the skills required for Media Literacy	Learners were able to grasp the varied skill set required for Media Literacy
3.	To be aware of the importance of Media Literacy and its impact on content strategy	Learners were able to understand the importance of Media Literacy and its importance for content strategy
4.	To develop an understanding of industry based pedagogic models	Learners were able to understand the industry based pedagogic models



Dr.Aradhana Talwar sharing her inspirational experience on Media literacy with the students