Central University of Punjab, Bathinda

M.A. (Journalism and Mass Communication)

Session: 2020-22

Department of Mass Communication and Media Studies

- Herbert Zettl, (2012), Television Production Handbook, Thompson Wadsworth Pub
- Michael Hughes, (2012), Digital Filmmaking for beginner- A practical guide to video production, Focal Press
- Michael Rabiger (2013), Directing: Film Techniques and Aesthetics, Focal Press
- Nalin Mehta, (2009), India on Television, Harper Collins, New Delhi
- Vasuki Belavadi, (2013), Video Production, Oxford Publication
- परमवीर सिंह, (2016), वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Tutorial, E-content, Multimedia Packages, Vimeo

	L	T	P	C
	1	0	0	1

Course Code: JMC.505
Course Title: **Fake News and Media Literacy**

Total Hours: 15

Learning outcomes of the course:
- **Learners will be able to**
  - Compare various media.
  - Explain the ethical issues related to the media.
  - Identify different techniques for combating fake news.
  - Evaluate various techniques for combating fake news

Unit-I Introduction to Journalism & Ethical Issues   (3 hours)
- Social Media Platforms: Facebook, Twitter, YouTube etc.
- Journalism: relationship of trust with the public,
- Credibility, independence, accuracy, professional ethics.

Unit-II Fake News and Media Information Literacy   (3 hours)
- The spread of fake news
- types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content.
- Deep Fake
- Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgements and opinions and participation.

Unit-III Hyper-information, Post Truth and Hate   (3 hours)
- Hyper-information,
- Post Truth, rise of hate speech/hate spin, manufacturing the consent, polarization and threat to democracy. Construction of Imagery.
- Fake Reviews/Manufacturing reviews.

- Virality: Digital Army, Social Media Followers, users-generated content.

Unit-IV Using digital tool to debunk fake news   (3 hours)
- Debunking fake news: observation, critical thinking and reasoning, smart keywords search and authenticity, Fact Checking and Verification. Credibility of websites and social media pages and fact checking software.
- How to verify photos: searching image by uploading on google, searching image or news by using time, crop pic, using google reverse image, RevEye-Reverse image search, TinEye search, Cydral search, Yandex Search, Baidu Search and hands on practices
- How to verify videos: Using smart keyword search on google, using InVid EU, Screen grab, extract key frames, magnifier tools, twitter search. Reverse video search- YouTube Data Viewer. Use frame-by-frame analysis and visuals cues etc.
- Google News Initiative, First Draft, Factcheck.org, Alt News, SM Hoax slyer.

Suggested readings:
- Carole, F. (2006). *An Introduction to Journalism.* Los Angeles, CA: Sage.
- George, C. (2016). *Hate Spin: The manufacture of religious offence and its threat.* Cambridge, MA: The MIT Press.
- Dice, M. (2017). *The True Story of Fake News: How mainstream media manipulate millions.* Resistance Manifesto.
- McDougall, J. (2019). *Fake News vs Media Studies: Travels in a False Binary.* London, England: Springer Nature.
- Chomsky, N., & Herman, E. S. (1988). *Manufacturing Consent: The Political Economy of the mass media.* New York, NY: Pantheon Books
- Sinha, P. (2019). *India Misinformed: The True Story.* New Delhi, India: Harper Collins
- UNESCO. (2018). *Fake News and Media Literacy.*

Transaction Mode: Lecture, PPT, Self-Learning, Multimedia Packages, Brainstorming, Group Discussion, Tutorial, Case Study, E-content