

Best Practise: Media Literacy Program

Goal of the Practice:

To promote the “Media Literacy” among the Students and people.

To create awareness in the people about fake news.

The Process:

The “Shivaji Media Club” of the Department of Journalism and Mass Communication run the “Media Literacy” campaign in the colleges. The club runs “Media Literacy” Campaign in colleges to create awareness in the public about fake News and to create awareness about social media messages. Government District Information Office organised two programs on media literacy with collaboration with Shivaji Media Club. The club has developed “Logo” of Media Literacy Program. The Media Literacy program was organised at Shri Shivaji College Amravati, Butle Mahavidyalay Digras, IMS College Warud and Police Commissioner Office Amravati. Also Interview of Students was telecast on FM Radio Amravati about media Literacy.

Impact of the Practice:

The Government District Information Office took the cognisance of program and organised media literacy program in collaboration with media club. The media Literacy program helpful to aware students about fake news in the social media and its impact on the society.

Resources Required:

Organisation of Media Literacy Program in colleges, Youtube Channels, FM Radio

Contact Person/Further Details:

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