

MEDIA LITERACY INITIATIVES IN INDIA

The story so far...and the road ahead



INTRODUCTION

- ✘ Media as subject has entered the boundaries of schools
- ✘ One of the key points made by the National Curriculum Framework 2005 i.e. connecting knowledge to the life outside the school, has actually opened the door for media studies
- ✘ The way other subjects like history, geography, maths, languages etc are taught at school. Similarly, there is a need to teach media as a subject at school level.



THE SECOND PHASE.....

- ✦ The second phase focused on the mapping of Media Literacy initiatives across the world.
- ✦ A document was prepared titled "Media Literacy initiatives across the world". The document is the collation of print and electronic material available on media literacy initiatives in various part of the world.



- 
- ✘ In case of India, various experts from the field of media, media educators and media literacy experts were interviewed and a comprehensive print report was prepared.
 - ✘ Three video programs on media literacy initiatives in India were also produced.

<http://nroer.gov.in/gstudio/resources/videos/show/>



Media Matters
Series to promote media literacy

Media Matter Part -1


- Impact of Media on children: Media literacy as an intervention

Media Matter Part -2

- Media literacy initiatives in india

Media Matter Part -3

- Diary of a student journalist

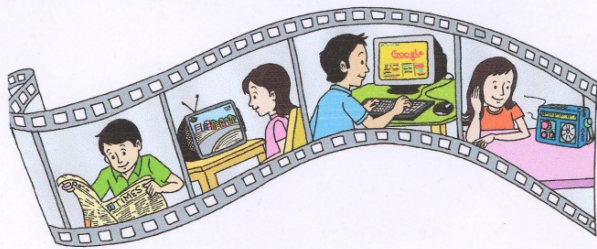
 Central Institute of Educational Technology,
National Council of Educational Research and Training
Sri Aurobindo Marg, New Delhi- 110016

MEDIA AS A STANDALONE SUBJECT (THIRD PHASE)

This phase was followed by the second phase in which reading material was prepared for students as well as teachers.

Challenges

- Most teachers were unfamiliar with the subject
- Teachers Parents and students felt introduction of subject may increase curriculum load.
- This problem was addressed by offering it as an elective



Understanding Media 39

MEDIA CLUB

Let us go back to our Media Club to understand what is being done worldwide to give fillip to the development process.

"Today we will discuss about the UN Millennium Development goals," Nachiketa initiated. "It will help us to understand the efforts being taken up worldwide to meet the challenges of development."

"But what are we as members of the Media Club expected to do with our knowledge of MDGs?" one of the students asked.

"We will go to the field and do some Reality Check after we understand what the MDGs are. We need to highlight the goals and use our knowledge of the media to do it," Ushagni said.

"Yes, we are expected to initiate an awareness campaign on the issues," Lopamudra added.

TEACHER TRAINING PROGRAMMES

- ✘ School teachers were also trained in media literacy. Various media educators and the experts handling media literacy projects were invited to share their experiences with the teachers.
- ✘ The training programs were huge success with more than 200 teachers being trained in face to face mode. That was the first time in India when such training programs on media literacy were organized for teachers.





INTRODUCTION OF SUBJECT (PHASE FOUR)

- ✘ Media studies as a subject was introduced in schools as a pilot project. Teachers who were open to the idea of having media discourse at school level were quite apprehensive of having it in the form of another new subject.
- ✘ According to them introduction of new subject would add to the curriculum load and also they shared their unpreparedness to handle the subject.
- ✘ A twist in the story: CBSE course material/Whistling Woods/Training Programmes



WHAT NEXT??????????

We tried both the strategies to introduce media studies at school level

- ✘ Integrating it with other subjects like language or social science.
- ✘ Offering it as a standalone subject.

Consultation meet with teachers

Then came the idea of establishing media clubs in schools



OBJECTIVES OF MEDIA CLUBS

- ✘ To develop among students an understanding of the effects of mass media on themselves as individuals and also upon society and how the media influence our understanding of reality.
- ✘ To develop skills to deconstruct media messages by making them understand the constructed nature of media.
- ✘ To develop skills to encourage the production of creative media messages.
- ✘ To encourage students to express their feelings and thoughts through media messages they produce
- ✘ To introduce students to various career opportunities in mass media.



STRUCTURE OF MEDIA CLUB

- ✘ Media club coordinator
- ✘ President- principal
- ✘ Secretary- vice principal
- ✘ Four members : teachers/experts from media or media education



ACTIVITIES UNDER MEDIA CLUBS

- Media Diary
- School Newspaper
- Expression through Pictures
- Documentary
- Screening
- Media Advocacy
- Media Literacy Activities
- Interface with Media
- Media Club on Facebook
- Media Club Blog
- 'Media Club Experience' Seminar



SWOT ANALYSIS

Strengths

- ✘ Dedicated & trained media club coordinators
- ✘ Need for media discourse in classrooms and acceptance amongst schools for this project
- ✘ CLUB concept has its own advantages as compared to having new subject
- ✘ Experience of media club coordinators



SWOT ANALYSIS

Weaknesses

- ✘ No incentives for schools/media club coordinator to continue with the project
- ✘ Focus is more on construction than on analysis exercise
- ✘ Inadequate training to teachers
- ✘ Media clubs as part of CCE
- ✘ Infrastructure at school
- ✘ Lack of monitoring mechanism



SWOT ANALYSIS

Opportunities

- ✘ Tie up with Regional Institute of education, KVS and NVS for the Nation wide media literacy campaign
- ✘ Tie up with the schemes like RMSA, KGBV and SSA
- ✘ Involvement of local media
- ✘ To have nation wide study on media habits of school children





Media Clubs in Schools

a CIET, NCERT Project to promote media literacy in India.....



About Media Clubs



Media Literacy Activities



Media Club Coordinator

Media Clubs

Media Clubs in schools is a Central Institute of Educational Technology, NCERT project to promote media literacy in India. The project was

News & Events

Calendar of Events

< Month >

SU	MO	TU	WE	TH	FR	SA
					1	2

Know more

- > Media Habits of School Students
- > List of Schools running Media Clubs



MHRD
Govt. of India



National Repository of Open Educational Resources

Connecting Knowledge Connecting People

Concept Library

Search repository



Browse repository

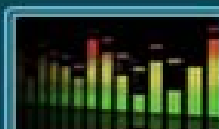


Browse concepts

Resource Library



VIDEO'S



AUDIO'S



INTERACTIVE'S



IMAGE'S



DOCUMENT'S

Use, comment, critique, create, contribute and enrich the repository

nroer.gov.in

Join the dots...

...discover

Patterns

To develop a complete mind.
Study the science of art.
Study the art of science.
Learn how to see.
Realize that
everything connects to
everything else.

ICT in Education

Overview

The Curricula

Guiding Principles
Download the Curricula

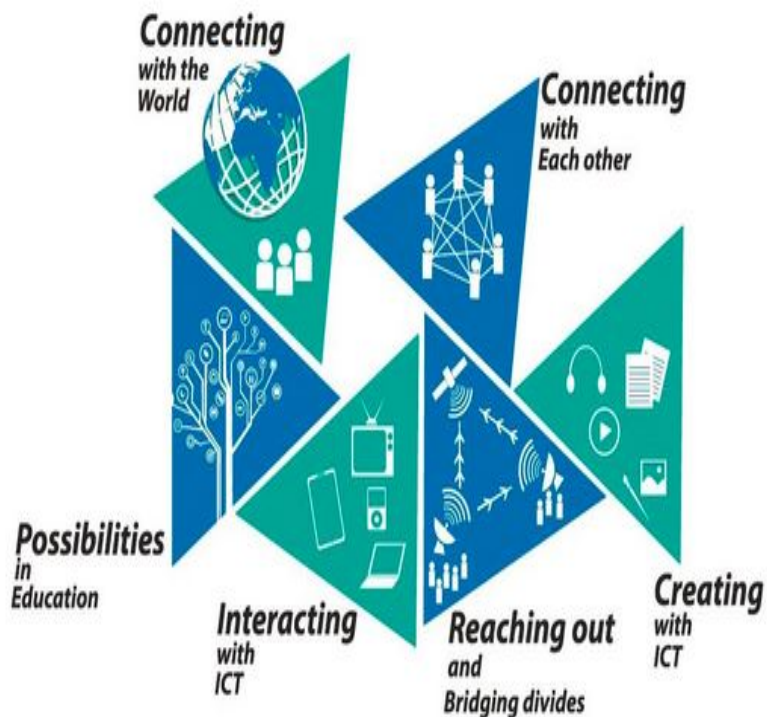
The Course

Course for Teachers

Syllabus
Take a Tour
Enrol into the Course

Course for Students

Syllabus
Take a Tour
Host the course
Download Student ICT
Course



The present curricula for ICT in Education aims at realising the goals of the National Policy of ICT in Schools Education and the National Curriculum Framework.

Given the dynamic nature of ICT, the curricula, emphasising the core educational purposes, is generic in design and focuses on a broad exposure to technologies, together aimed at enhancing creativity and imagination of the learners.

For the teacher, it is an initiation into:

Latest news

24 Oct, 15:08
Admin User
Progress of



○ OTHER INITIATIVES



Welcome to Filmi Chashma

A *chashma* is an eternal spring, ever fresh. The word also means a lens, or a filter perhaps, which gives us a point of view. The name *Filmi Chashma* was chosen to convey the meaning of 'building a perspective on cinema'. Our focus is good cinema, a medium that combines the best of all the arts: literature, painting, sculpture, acting, photography, graphics, dance, music with digital technologies and the Internet.

Filmi Chashma's endeavour is to spread a culture of media-viewing and media-making as part of education and play in India by :

- Revitalising children's relationship with films and the other arts through seeing and discussing well-chosen films.
- Developing children's analytical skills through creative activities around such screenings.
- Nurturing children's capacities for expression by supporting them in making their own media.
- Introducing emerging young film makers to the idea of making children's films.

We also offer to hire *Filmi Chashma* packages to community centres and schools and invite

Filmi Chashma presents
a 5 day Film Appreciation
workshop for youngsters
10 to 16

- Summer workshops
- Institutional Partners
- Resource persons
- Photo diaries
- About Comet
- Contact us
- Join us



CALL TO FILMMAKERS



ABOUT SCHOOL CINEMA

MODULES

"School Cinema is excellent. The movies are unforgettable. It is working very well not only with students but also with teachers & parents"

Mrs. Nirmal Waddan, Principal - Center Point School, Pune

>> VIDEO TESTIMONIALS

>> IMPACT STORIES & TESTIMONIALS

HOME

An innovative concept developed by EduMedia, **School Cinema** is a film-based learning module combined with a fun and exciting workbook to reaffirm values, morals and equip children with skills to deal with everyday challenges.

A fine blend of entertainment and education, it uses a language that children are familiar with.

It also acts as a training aid for teachers to enhance their self and professional development, in addition to bringing parents into the circle of learning through specially created films on parenting.

School Cinema aims to influence young minds into making better choices for themselves as young adults, as well as to improve the role parents and teachers play in the holistic development of children.

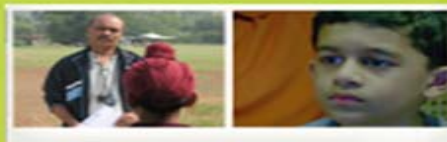
MAKE A FILM FOR SCHOOL CINEMA



If you are interested in making a short film for us, please do send us your CV along with links online to any uploaded material to online to...

READ MORE 

NATIONAL AWARD WINNING FILMS



The 'Finish Line' has been directed by Akshay Roy, a director who comes in with a strong background assisting in movies like Lakshya, Water...

READ MORE 

INTRODUCE SCHOOL CINEMA IN YOUR SCHOOL



Subscribe for school cinema to get the details required...

READ MORE 



Innovative Life Skills for Social Change

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INTERNATIONAL YOUNG FILM MAKERS' FESTIVAL 2013

IYFMF

WWW.IYFMF.COM

30th & 31st October 2013

by EXPRESSIONS INDIA

WWW.EXPRESSIONSINDIA.ORG



A PART OF
COMPREHENSIVE
SCHOOL HEALTH
INITIATIVES IN
INDIA

IYFMF2013: INNOVATIVE VALUES & LIFE SKILLS FOR SOCIAL CHANGE

After the grand success of IYFMF 2010, 2011 & 2012 EXPRESSIONS INDIA, invites your school to IYFMF 2013, a unique and Innovative Value & Life Skills based Film Festival Of-For-BySchool Students of India !!

HIGHLIGHTS OF THE EVENT

- Films created by school students

REGISTRATIONS OPEN*

* ONLINE ONLY
Festival Dates:
October 2013



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Preparing children to contribute towards a culture of peace and nonviolence through media literacy.

This children's Newspaper is part of the Media and Information Literacy Initiative of Gurudev Rabindranath Tagore Foundation.

The Peace Gong and what it aims for

Welcome to web edition of the Peace Gong, a children's newspaper!

Our aim is to bring together children from different parts of the world to work for global peace. Through The Peace Gong we will try to promote diversity and encourage

Follow Us



Enquiry Form

Your Name (required)

Your Email (required)

COMICS
POWER!

WORLD COMICS NETWORK

World Comics India

- INDIA
- PAKISTAN
- NEPAL
- SRILANKA
- AFRICA
- EUROPE
- LATIN AMERICA
- MID EAST
- OTHERS



Grassroots Comics- Nothing Less; Comics Power-Always

Grassroots Comics

WCI NEWS

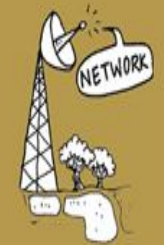
*Comics For All - new edition is out

Buy your copies today

*Buy World Comics Book ONLINE

What's Happening ?

To become a comics



JUNK

Rohit and Aditya are two friends.



FOOD



ANJANI Negi

Education My Rights



There is a father who is not willing to give education to his child

You will not study you will earn money for me

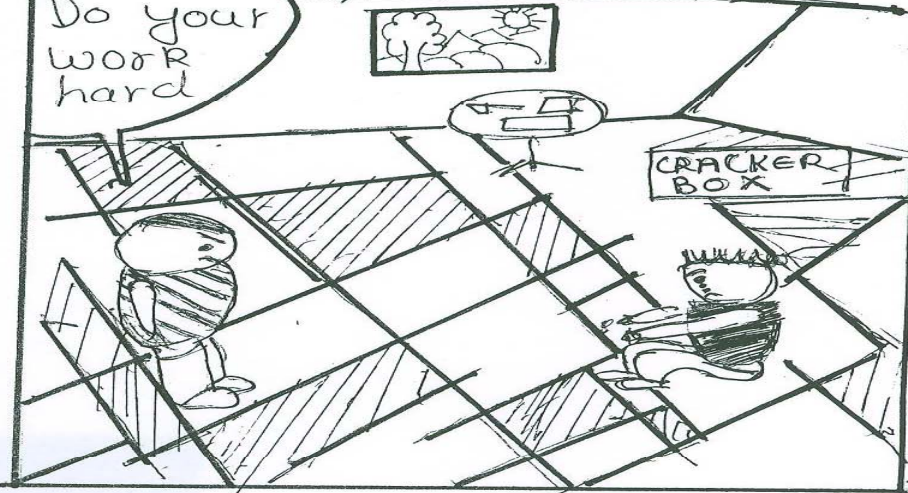
Dad please let me study



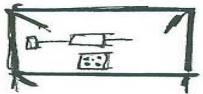
The boy was sent to a fire cracker factory.

Do your work hard

CRACKER BOX



The boy gets ill and he dies

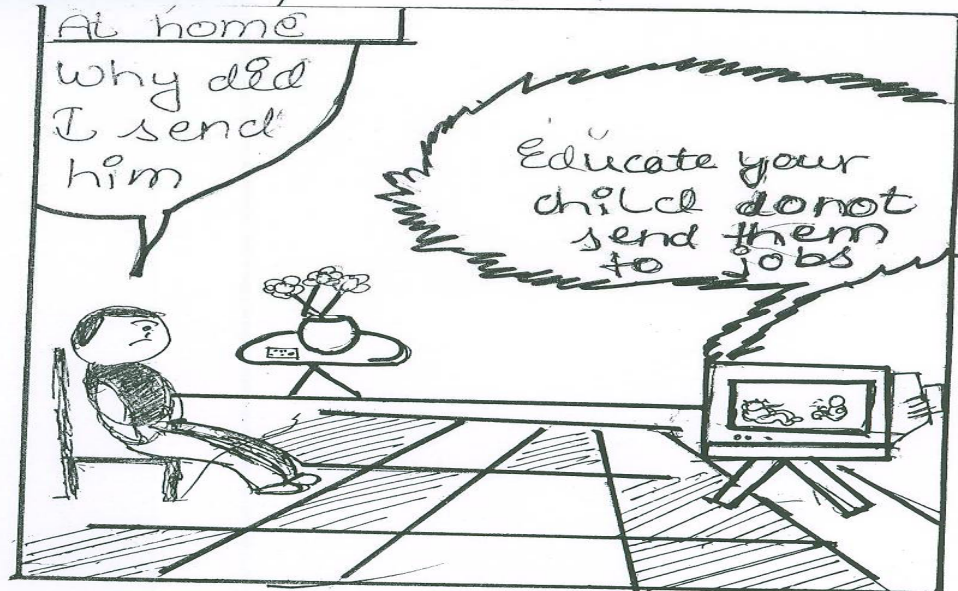


ICU

Emergency

At home why did I send him

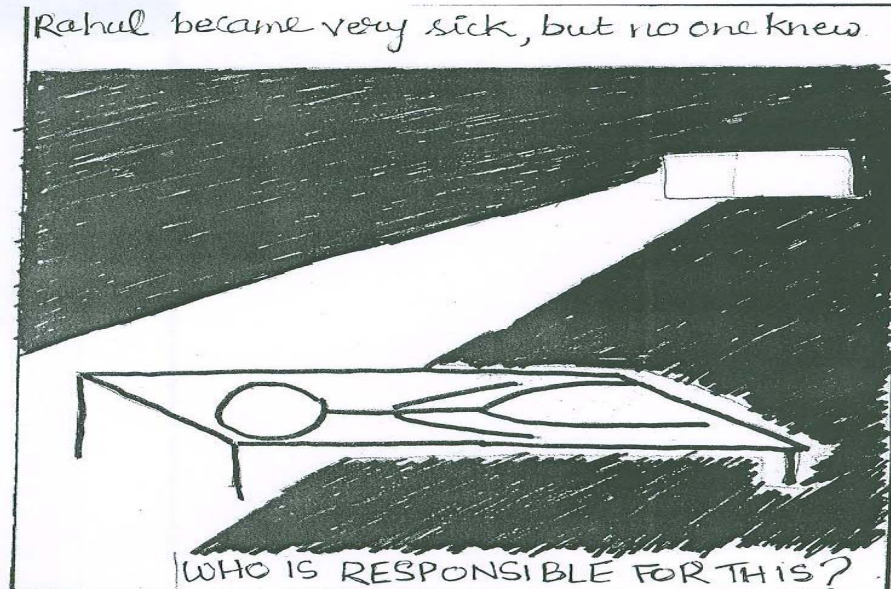
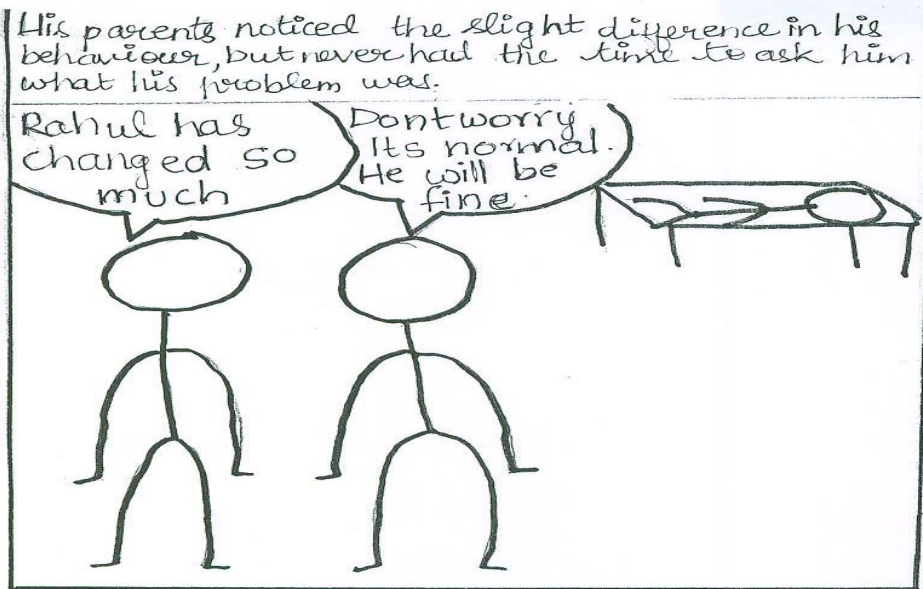
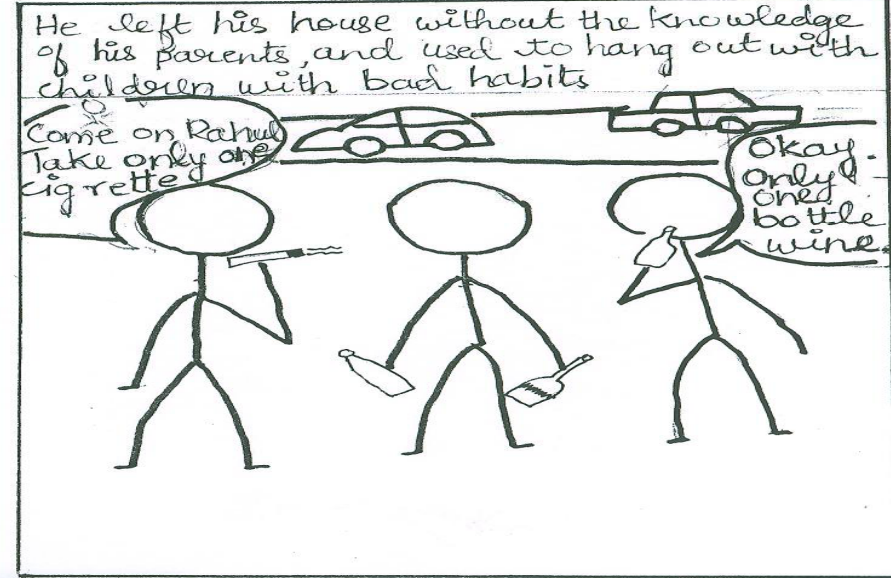
Educate your child donot send them to jobs



Ankit

VIII

I AM ALONE, I NEED PARENTS



BENAZEER HENA

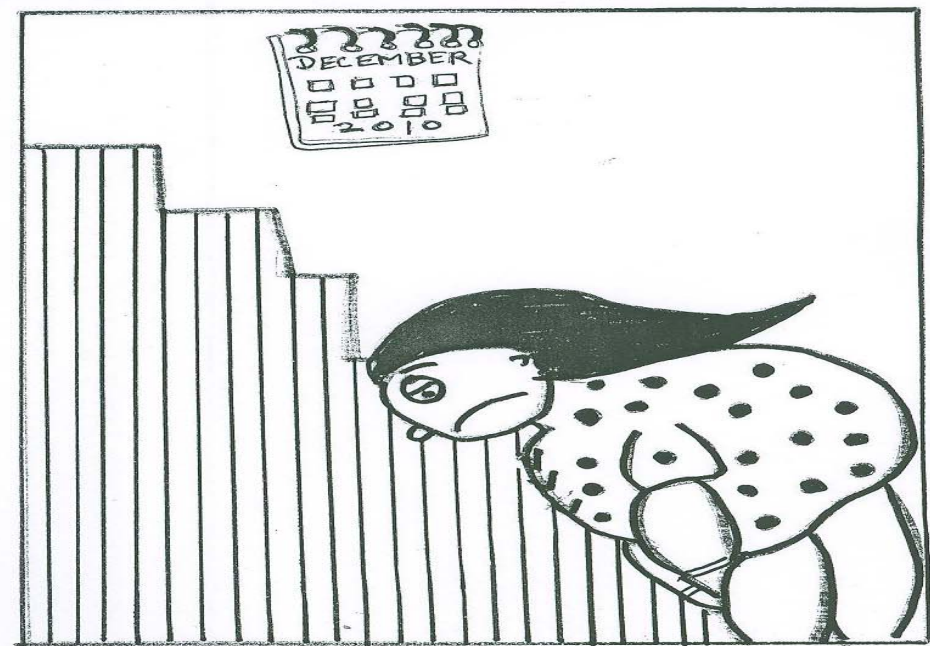
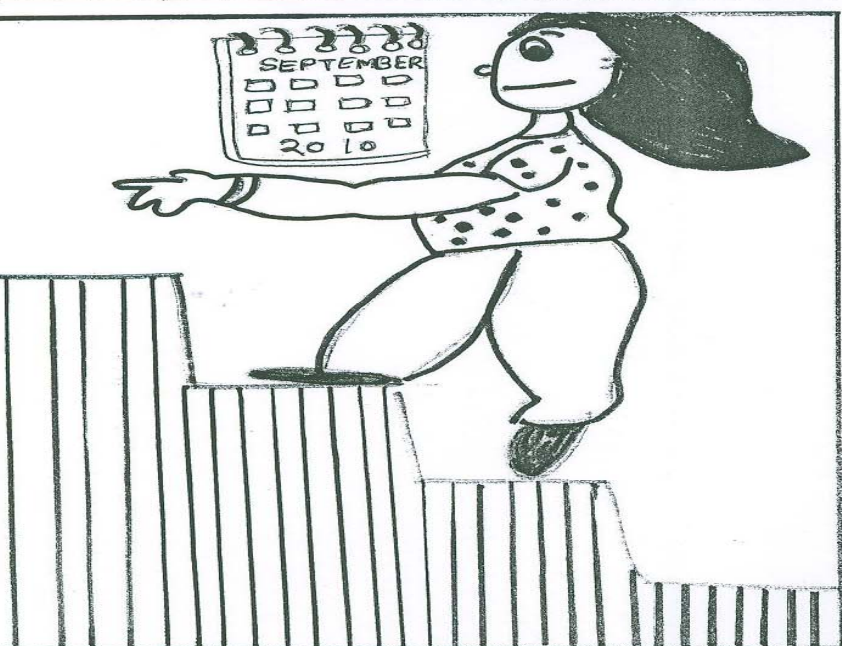
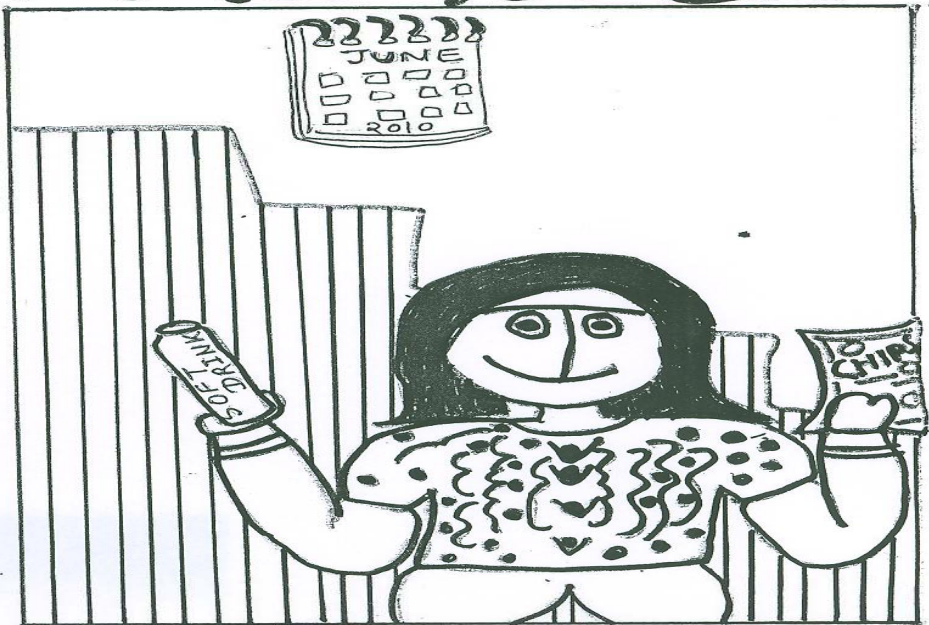
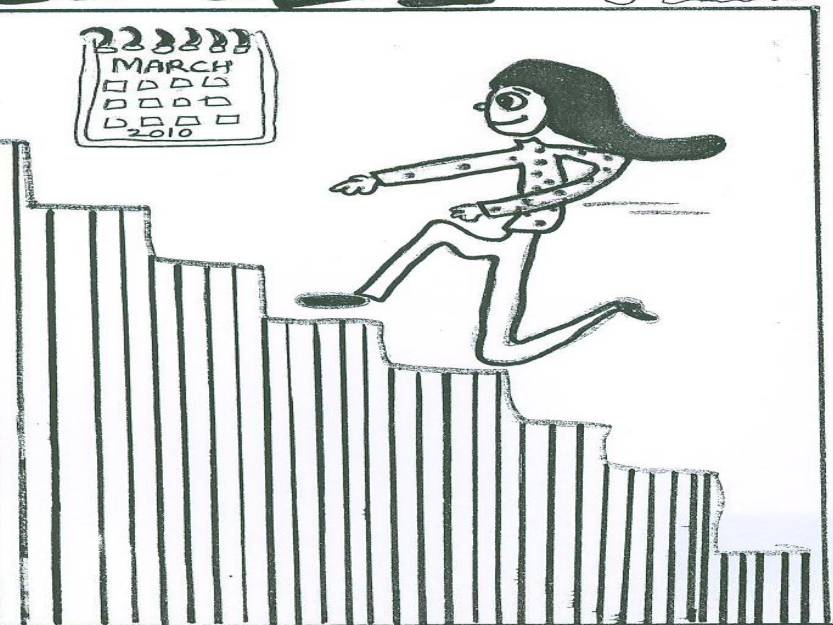
SAVE-WATER



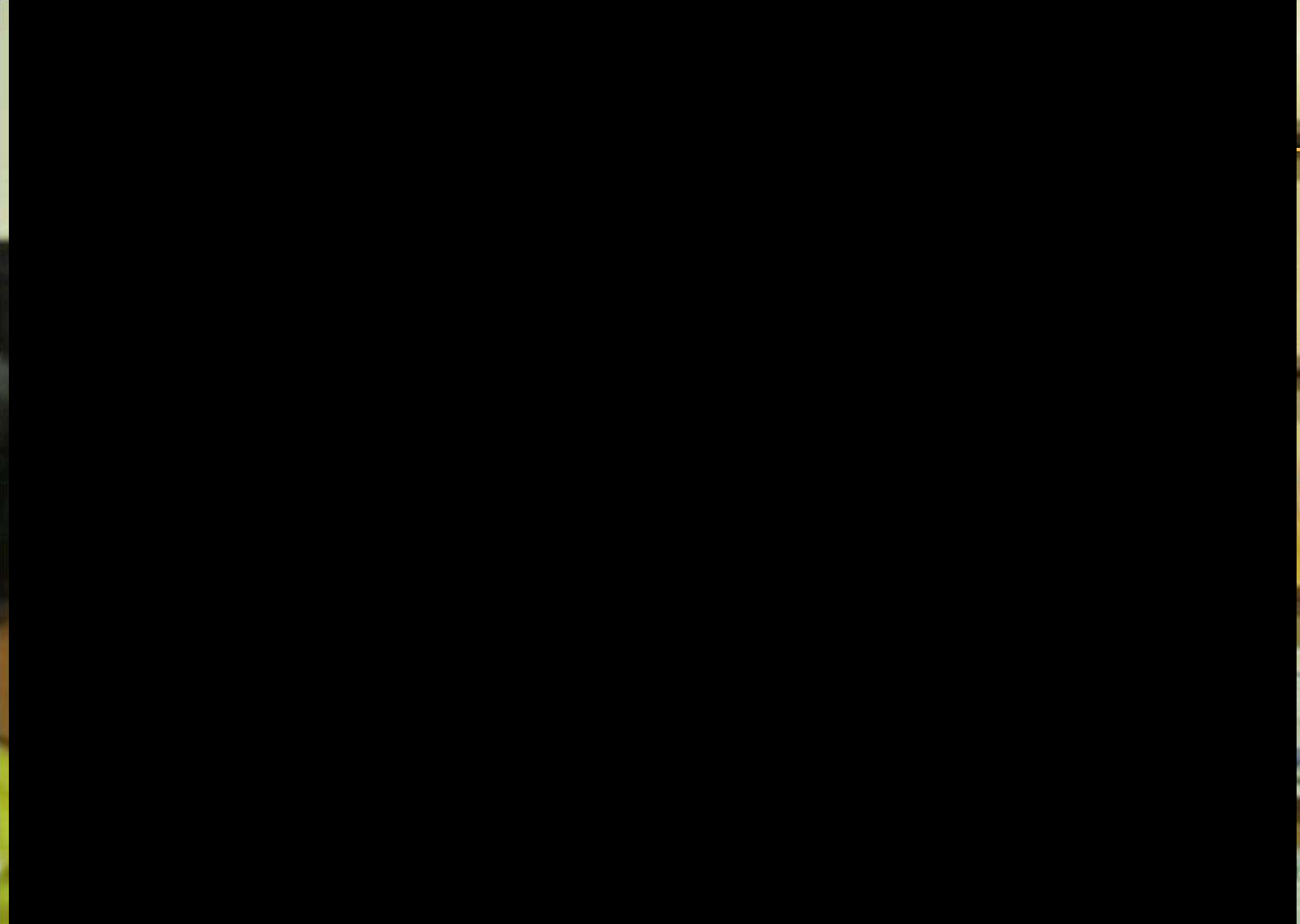
SAVE - ELECTRICITY



FAST Food MAKES YOU SLOW















RECOMMENDATIONS

- ✘ Strengthen existing Media Clubs
- ✘ Formulation of National Policy on MIL (I & B / MHRD)
- ✘ Introduction of MIL component in Mass Communication Courses
- ✘ MIL Volunteers (Media Institutes)
- ✘ Offering mooc on MIL (IGNOU)
- ✘ Online platform to connect MIL initiatives (IIMC)
- ✘ Introduction of MIL in B.Ed courses





Bring all these organisations together

