

## VAC002. Mass Communication Skill and Digital Tools in Education

<b>Course title:</b> Certificate course in Mass Communication Skill and Digital Tools in Education
<b>Learning Outcomes:</b> Course is intended <ul style="list-style-type: none"><li>• Students will be able to define Basic concept of Mass Communication Skills and digital tools in education</li><li>• Students will be understand the fundamentals of mass communication and its relevance in educational contexts</li><li>• Students will be proficient in integrating various digital tools and technologies into teaching and learning activities</li><li>• Students will be develop effective communication skills suitable for educational environments, both in-person and digital</li><li>• Students will be able to learn to create engaging multimedia presentations and educational materials using digital tool</li><li>• Students will be develop knowledge and skills to promote digital literacy among students and utilize digital resources responsibly for educational purposes</li></ul>
<b>Duration:</b> 30 hours
<b>Teaching Scheme</b> <ul style="list-style-type: none"><li>• Theory: 10hours</li><li>• Practical: 20 hours</li><li>• Tutorial</li></ul>
<b>Examination scheme</b> <ul style="list-style-type: none"><li>• Assignments</li><li>• Mid semester examination</li><li>• End semester examination</li><li>• Project</li></ul>
<b>Marks</b> <ul style="list-style-type: none"><li>• Theory: 25</li><li>• Practicals: 75</li></ul>
<b>Mode of transaction</b> <p>Lecture cum discussion, seminars, group presentations, projects, assignments, ICT tools</p>
<b>Module 1: Introduction to Mass Communication– 2 hours</b>

<p>1.1 Understanding the basics of mass communication</p> <p>1.2 Role of mass media in education</p> <p>1.3 Importance of effective communication skills for educators</p>
<p><b>Module 2: Digital Tools for Teaching and Learning– 2 hours</b></p> <p>2.1 Introduction to digital tools and technologies in education</p> <p>2.2 Exploring various digital platforms for content creation and dissemination</p> <p>2.3 Integrating digital tools into lesson planning and classroom activities</p>
<p><b>Module 3: Multimedia Presentations and Visual Communication– 2 hours</b></p> <p>3.1 Techniques for creating engaging multimedia presentations</p> <p>3.2 Visual communication principles for educational materials</p> <p>3.3 Using digital tools to enhance visual learning experiences</p>
<p><b>Module 4: Digital Literacy and Information Literacy– 2 hours</b></p> <p>4.1 Developing digital literacy skills for educators and students</p> <p>4.2 Teaching strategies for promoting information literacy in the digital age</p> <p>4.3 Ethical considerations in using digital resources and online information</p>
<p><b>Module 5: Interactive Learning and Collaboration– 2 hours</b></p> <p>5.1 Facilitating interactive learning experiences through digital tools</p> <p>5.2 Collaborative tools and platforms for student engagement and collaboration</p> <p>5.3 Strategies for fostering a culture of digital citizenship and responsible online behaviour</p>

**PRACTICALS**

1. Conduct a group discussion analysing the role of mass media in education.
2. Prepare and deliver a short presentation on the importance of effective communication skills for educators.
3. Create a poster highlighting key concepts in mass communication and its relevance in educational settings.
4. Explore different digital tools (e.g., Kahoot, Padlet) and create sample activities using each tool.
5. Analyse visual communication principles by deconstructing educational materials (e.g. infographics, educational videos).
6. Design a digital poster or infographic to visually represent a complex educational concept.

**REFERENCES**

1. Mass Communication in Education" by John R. Finnegan Jr. and Everette E. Dennis
2. Teaching Digital Natives: Partnering for Real Learning" by Marc Prensky

3. Digital Tools for Teaching: 30 E-tools for Collaborating, Creating, and Publishing Across the Curriculum" by Steve Johnson

4. Multimedia Learning" by Richard E. Mayer

5. Digital Literacy for Educators" by Mike Ribble and Teresa Northern Miller