

Report of PR Campaign on Digital Literacy

In today's mediated society, it is always essential that we become active users of media rather than its passive and docile consumers. What it demands is a more conscious engagement with media and the information that we receive from various sources. The importance of media literacy has even become more relevant in the age of new and convergent media which have brought some powerful changes in the ways people access and disseminate information across various media platforms. Moreover, the increasing misuse of the creative potentials of the digital media has already spelled many disasters in the form of mob violence to communal clashes. Apart from that, the assumed role of media in spreading false propaganda and setting negative agenda, especially against humanity, many a time lead to a situation where we as consumers fall prey to such deceitful practices of the media later resulting in the loss of our liberty and freedom. Therefore, as today's citizens, we need to understand the way media operates in our society and how it affects our lives so that we can use media for our positive development. Hence, it is imperative to teach the young minds how to use media for constructive purposes otherwise it can affect them morally, mentally and also emotionally. For instance, the Blue Whale Challenge, an online game that assigns players daring or risky challenges and incites children to play this game which may eventually lead them to take extreme steps for self-inflicting injuries including suicides. For creating awareness among society regarding Digital Literacy Kasturi Ram College of Higher Education in Collaboration with NIIT Foundation under UBA Cell organized PR Campaign on Digital Literacy on 14th March 2024 in Lampur Village Narela.

Objectives of the Campaign

- Appraise the society about the role and functions of media in their lives and the society.
- Enlighten the society about the do's and don'ts when it comes to the uses of media and its gratifications.
- Create awareness among the society not to be easily carried away by false media messages.
- Motivate the society for their ethical engagement with the media when it comes to information access and its dissemination.

The event commenced with an Introduction and purpose of the Digital literacy campaign. This was followed by a 'Street Play' centering on the theme of 'Digital literacy.' A detailed explanation of the street play with its intended message was presented to provide an understanding about the appropriate use of Social media. A session on 'Fact Checkers' was conducted by Mr. Raman Kumar Singh, Inspector Bawana Cyber Cell Station that focused on how to analyze news or information by adopting certain elements and how communication can be distorted, manipulated or misunderstood in its process. Mr. Subhamoy Mandal, a Partnership Manager at NIIT Foundation, discussed about latest cyber trends, threats, and staying safe in cyberspace, and protecting personal and company data. Mr. Mandal also discussed how to protect your personal data and privacy online and in social media, and why more and more IT jobs require cyber security awareness and understanding.

Feedback

It was observed that the students of all the schools participated with a lot of enthusiasm and were confident in expressing their opinions. Awareness related to media especially social media was present in society. Towards the end of the event, society members and few students provided a positive feedback on the program generating a lot of interest among community. Dr. Seema Sharma, Director KRCHE was appreciative of the campaign and expressed their gratitude to the Department of Mass Communication, in creating awareness on a pertinent issue.