

## CIRCULAR

ARKA JAIN  
University  
JharkhandSchool of Humanities  
Department of English

Ref:AJU/BAENG/54/2024

Date: 29.10.2024

Circular

Dear Students,

It is notified that the Dept. of English is organising V.A.C. on **Cultural and Media Literacy: Understanding and Analyzing Diverse Texts, Media, and Cultural Contexts** from 06<sup>th</sup> November 2024 – 11<sup>th</sup> December 2024. Interested students please register at the link mentioned below.

Link: <https://forms.gle/DZS7MSbggZ9e3f6p9>**Note: A minimum of 70% attendance is necessary for the certificate**Coordinator  
**Dr. Shahin Fatma**  
Assistant Professor  
(Dept. of English)Convenor  
**Dr. Rajkumari Ghosh**  
Program Coordinator  
(Dept. of English)**Program Coordinator**  
Department of English  
ARKA JAIN University, Jharkhand

Copy to:

## VALUE ADDED COURSE

### CULTURAL AND MEDIA LITERACY: UNDERSTANDING AND ANALYSING DIVERSE TEXT, MEDIA AND CULTURAL CONTEXT

Date of Event	06 <sup>th</sup> November-11 <sup>th</sup> December., 2024
Name and Type of Event	Cultural and Media Literacy: Understanding and Analysing Diverse Text, Media and Cultural Context
Conducted by	Department of English
Event Coordinator	Dr. Shahin Fatma.
No. of Participants	76

#### Objective

**To develop critical thinking skills** by engaging students in the analysis of diverse cultural texts and media formats, enabling them to question narratives and recognize bias.

**To foster intercultural awareness and empathy** by exposing students to a variety of cultural perspectives, histories, and practices through media and literature.

**To equip students with media literacy skills** necessary to navigate, interpret, and critically engage with modern digital media and its influence on public opinion and identity.

The Department of English organized a forty-hour value-added course on cultural and Media Literacy: Understanding and Analysing Diverse Text, Media, and Cultural Context. The chief aim was to enhance students' critical and cultural awareness by equipping them with the skills to analyze and interpret diverse texts and media within global cultural contexts.

#### About the Event:

The Department of English at ARKA Jain University successfully organized a **35-hour Value Added Course (VAC)** titled "**Cultural and Media Literacy: Understanding and Analysing Diverse Texts, Media, and Cultural Contexts.**" The course aimed to equip students with the critical tools necessary to navigate, interpret, and question the media they consume in a globally connected and culturally diverse world. The inaugural session was followed by an insightful lecture by **Dr. Sharan Shetty**, Professor, Academic Entrepreneur, and Motivational Speaker from the ASEAN Group of Institutions. Over a span of **12 hours**, Dr. Shetty delivered comprehensive sessions on the influence of media on perception. He illuminated how media often subtly shapes our worldview,

emphasizing the need for media literacy in recognizing bias, questioning intent, and becoming active, informed consumers. He underscored that media literacy is no longer a luxury, but a necessity in today's digital age.

**Dr. Dipika Kumari** conducted **10 hours** of engaging and interactive sessions that focused on the analysis of diverse texts. She guided students in understanding how literature and media reflect cultural values and societal beliefs. Her sessions fostered empathy and global awareness among participants, enabling them to challenge stereotypes and assumptions by placing texts in their appropriate cultural contexts.

**Dr. Pratima Srivastava**, Assistant Professor at ARKA Jain University, contributed **8 hours** of lectures that explored the relationship between media theory and everyday cultural artifacts such as films, advertisements, and internet memes. Her sessions encouraged students to analyze tone, imagery, and the politics of representation, thereby fostering independent and reflective thinking in a media-saturated environment.

**Dr. Rajkumari Ghosh**, the program coordinator, delivered **6 hours** of sessions focusing on critical conversations surrounding race, gender, culture, and identity in media. She emphasized that media literacy provides essential tools for promoting inclusion, understanding, and social justice. Her sessions encouraged open dialogue and reflection, highlighting the role of education in shaping responsible and inclusive citizens.

The concluding **4 hours** of the course were conducted by **Dr. Shahin Fatma**, Assistant Professor in the Department of English. In her sessions, Dr. Fatma facilitated reflective discussions and encouraged students to critically engage with their media consumption. She observed that prior to the course, many students had not considered the creators behind the media they consume. Through the exploration of diverse global narratives, students have developed a heightened awareness of whose voices are amplified and whose are marginalized. This exposure, she noted, has been a transformative experience, fundamentally altering the way students perceive both media and the world around them.

Throughout the course, students actively engaged in various assignments and classroom activities. They also presented PowerPoint-based analyses of selected texts and media artifacts. The course concluded with an assessment to evaluate students' comprehension and critical engagement with the themes discussed.

Outcome: **Students will produce reflective and analytical content** (e.g., essays, presentations, blogs) that showcases their ability to connect cultural and media theories with real-world examples.

## POSTER OF THE EVENT

The poster features a green and white background with a large, stylized 'A' shape. At the top, the logos for JGI, ARKA JAIN University Jharkhand, and NAAC Grade A Accredited University are displayed. The text in the center reads: 'Department of English', 'School of Humanities, ARKA JAIN University', 'Value Added Course on CULTURAL AND MEDIA LITERACY: UNDERSTANDING AND ANALYZING DIVERSE TEXTS, MEDIA, AND CULTURAL CONTEXTS', and 'Duration: 30-40 hours'. A yellow banner at the bottom states 'Date : 6th Nov - 11th Dec, 2024'. The bottom of the poster is decorated with colorful silhouettes of people using various media devices and icons representing digital communication and media.

JGI | ARKA JAIN University Jharkhand | NAAC GRADE A ACCREDITED UNIVERSITY


Department of English  
School of Humanities, ARKA JAIN University

**Value Added Course**  
on  
**CULTURAL AND MEDIA LITERACY:  
UNDERSTANDING AND ANALYZING DIVERSE  
TEXTS, MEDIA, AND CULTURAL CONTEXTS**


**Duration: 30-40 hours**

**Date : 6th Nov - 11th Dec, 2024**

## BROCHURE



**ARKA JAIN  
University**  
Jharkhand




**NAAC  
GRADE  
A**  
ACCREDITED UNIVERSITY

Department of English  
School of Humanities, ARKA JAIN University

**Value Added Course**  
on  
**CULTURAL AND MEDIA LITERACY:  
UNDERSTANDING AND ANALYZING DIVERSE  
TEXTS, MEDIA, AND CULTURAL CONTEXTS**

**Duration: 30–40 hours**

**Date : 6th Nov - 11th Dec, 2024**



**Toll Free Number :** 1800 -1200-200

**Website :** [www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in)

**Admission Office :** D-28, Danish Arcade, Opposite Asian Inn Hotel, Dhatkidih, Jamshedpur - 831001

**Campus Address :** Opp. Kerala Public School, Mohanpur, Gamharla, District Seraikela Kharsawan, Jharkhand - 832108

## Organizer

**Convenor :** Dr. Rajkumari Ghosh

**Coordinator :** Dr. Shahin Fatma

**Course Developer & Instructor :** Dr. Shahin Fatma

**Venue :** ARKA JAIN University

**Mode of Learning :** Dual (In-person and Online)

**Course Duration :** 35 Hours

**Who can enroll :** Students of all Semesters of B. A. (H) English Program

## Course Overview

This course introduces students to the critical study of culture and media. It explores how media shapes cultural narratives and how individuals interpret media and cultural texts. The course will cover diverse forms of media (print, visual, digital, etc.) and texts (literary, film, advertisements, social media), focusing on their social, political, and cultural impacts. Students will learn to decode media messages, recognize biases, and understand how media influences perception.

## Learning Objectives:

- By the end of the course, students will:
- Understand key concepts in media and cultural studies.
- Analyze how media shapes societal values, attitudes, and ideologies.
- Critically evaluate diverse media forms and cultural texts.
- Develop cultural sensitivity and awareness of global media contexts.
- Apply critical thinking and literacy skills in interpreting and producing media content.

## Module Breakdown:

## Module 1: Introduction to Media and Cultural Literacy (4-5 hours)

- Overview of Media and Culture:** Defining media, culture, and literacy. The role of media in shaping cultural norms and values.
- Key Theories of Media and Cultural Studies:** Introduction to key theories like the Frankfurt School, semiotics (Saussure), media effects theory, and cultural hegemony (Gramsci).
- Types of Media:** Print media, broadcast media, digital media, and their historical development.
- Understanding Cultural Contexts:** How cultural context affects the interpretation of texts and media.
- Activities:**
  - Case study on a contemporary media campaign.
  - Class discussion on the evolution of media.

## Module 2: Media and Identity Formation (6-7 hours)

- Media and Identity:** Exploring how media shapes individual and group identities (gender, race, class, and nationality).
- Representation in Media:** How different social groups are portrayed in media and the impact on identity.
- Global Media:** How globalization influences the production and consumption of media across cultures.
- Activities:**
  - Group presentation analyzing media representations (e.g., in advertisements, movies, or social media).
  - Discussion on identity formation through social media.



**Module 3: Media Language and Semiotics (6-7 hours)**

- Understanding Media Language:** The "language" of media—how images, sounds, and text communicate messages.
- Semiotics:** Introduction to semiotics, including concepts like sign, signifier, and signified.
- Decoding Media Texts:** Practice in interpreting the meanings behind media messages, advertisements, and news reports.
- Activities:**  
Analyze advertisements, film clips, or news reports using semiotic theory.  
Class debate on media manipulation of meaning.

**Module 4: The Role of Media in Politics and Society (6-7 hours)**

- Media and Power:** The media's role in shaping public opinion and political discourse.
- Media Ownership and Bias:** How ownership structures affect media content and bias.
- Fake News and Misinformation:** The rise of misinformation, its impact, and how to critically assess information in the digital age.
- Media Activism:** The role of social media in activism and social change (e.g., MeToo, Black Lives Matter).
- Activities:**  
Write an analysis on media coverage of a political or social issue.  
Class exercise on identifying bias and misinformation in news articles or social media posts.

**Module 5: Media Literacy in the Digital Age (6-7 hours)**

- Digital Media Ecosystem:** The role of social media, algorithms, and big data in media consumption.
- Media Convergence:** How digital technologies blur the lines between different media formats.
- Ethics of Digital Media:** Privacy, surveillance, and the ethical considerations of media production and consumption.
- Activities:**  
Group project on media convergence and its impact on society.  
Class exercise on understanding algorithms and their influence on media consumption.

**Module 6: Producing Media Content (5-6 hours)**

- Creating Media Responsibly:** Ethical guidelines in producing media content.
- Visual and Narrative Techniques:** Techniques for producing effective visual media.
- Developing Critical Media:** How to create media content that reflects critical perspectives and cultural awareness.
- Activities:**  
Workshop on creating a media project (e.g., short film, podcast, digital magazine).  
Peer review and feedback on media projects.

**Evaluation**

- Evaluation**
- Continuous Assessment:** Based on class participation, group presentations, and discussions (60 Marks)
- Assignments:** Written analysis of a media text or issue (20 Marks).
- Final Project:** Creation of a media project (e.g., a short video, blog, podcast) that reflects cultural and media literacy concepts (20 Marks).

**Resources**

- Books:**  
Berger, Arthur Asa. Media Analysis Techniques.  
Storey, John. Cultural Theory and Popular Culture: An Introduction.  
Hall, Stuart. Representation: Cultural Representations and Signifying Practices.
- Articles & Journals:**  
Selected readings from The Journal of Media Literacy Education and Cultural Studies.
- Documentaries/Films:**  
Miss Representation (documentary on media and gender).  
The Social Dilemma (on social media and its impact).
- Online Resources:**  
TED Talks on media literacy and critical thinking.  
Articles from reputable news sources for analysis.

This course provides interdisciplinary value, equipping students with skills in media analysis, cultural awareness, critical thinking, and communication. It will be particularly beneficial for students in fields like engineering, business, communication, and humanities, preparing them to navigate and contribute to a media-saturated world.

**Process of Enrolment and Obtaining Certificate**

- Fill the Enrolment form, pay the Fee and submit it to the Coordinator by downloading it from the university's official website or using the Google form link.
- Following successful enrolment, participants will attend sessions spread over 35 hours (offline and online) in which 70% attendance is compulsory.
- At the end of each module, students need to submit an assignment related to the Module.
- To be eligible for certificate, students need to submit three out of five assignments and secure a minimum score of 70% in the evaluation paper.
- On successfully fulfilling the above criteria, students will receive a certificate from ARKA JAIN University, Jharkhand.

**Registration Link:** <https://forms.gle/DZS7MSb9gZ9e3f8p9>

**Fee:** Rs-99/ only

**In-case of any query, contact**

Shahin.f@arkajainuniversity.ac.in

Or call

9801483265

**Resource Persons**

**Dr. Sharan Kumar Shetty**  
Professor, Academic Entrepreneur  
Management Coach & Motivational Speaker.  
ASEAN Group of Institution, Malaysia

**Ms. Dipika**  
Assistant Professor,  
H.O.D. JMC  
Netaji Subash University

**Dr. Pratima Srivastava**  
Assistant Professor  
ARKA JAIN University

**Dr. Rajkumari Ghosh**  
H.O.D. (Department of English)  
Associate Professor  
ARKA JAIN University

**Dr. Shahin Fatma**  
Assistant Professor,  
Dept. of English,  
ARKA JAIN University.

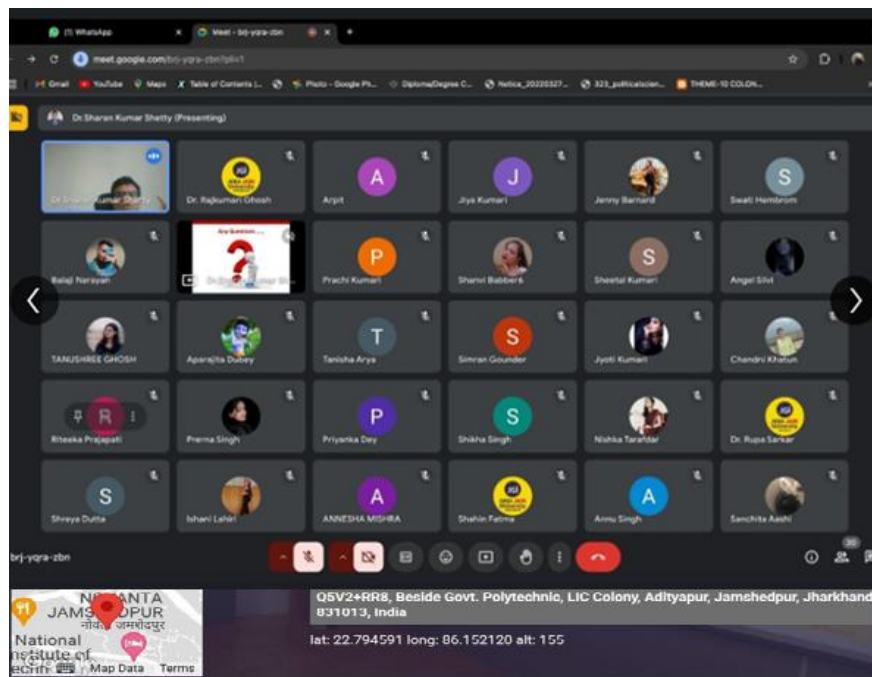
## ENROLLMENT LIST

Sl.	ENROLLMENT No.	Sem	Name
1	AJU/242165	1	Shikha Singh
2	AJU/240554	4	Nishka Atanu Tarafdar
3	AJU/240860	6	Tanushree Ghosh
4	AJU/241486	1	Simran Gounder
5	AJU/221702	4	Shanvi Babber
7	AJU/220473	4	Sonu Singh
8	AJU/240892	6	Riteeka Prajapati
9	AJU/240628	2	Jenny Philomina Barnard
10	AJU220102	4	Jyoti Kumari
11	AJU/220365	4	Laraib roshni
12	AJU/222024	8	Ankita Mishra
13	AJU/232109	4	Sanchita Aashi
14	AJU/230060	8	Shada
15	AJU/221582	4	Angel Silvi Guria
16	AJU/221807	4	Balaji Narayan
17	AJU/221816	1	Prachi
18	AJU/221815	4	Mankirat kour
19	AJU/221551	4	Ankit Nag
20	AJU/231480	1	Sourav Tudu
21	AJU/220994	4	Jiya kumari
22	AJU/232021	1	Shivani Jha
23	AJU/221802	4	Muskan nag
24	AJU/231723	4	Shreya Jyoti
25	AJU/230862	6	Annesha Mishra
26	AJU/231865	4	Shreya Dutta
27	AJU/230489	4	Riya Tiwary
28	AJU/22610	2	Shipe Mandal
29	AJU/220808	4	Nikita kumari
30	AJU/221477	4	Saripalli Madhavi
31	AJU/231143	4	Joyaita Dutta
32	AJU/221742	4	Chandni khatun
33	AJU/221753	2	Swati Hembrom
34	Aju/230998	4	Abhinav Kumar Tiwari
35	AJU/220464	2	Kahkasha Qamar
36	AJU/231505	6	SANDHYA KUMARI
37	AJU/220748	6	Megha Kumari
38	Aju/231103	4	Annu singh
39	AJU/220603	4	Punam Kumari
40	AJU/232016	4	Mukul mahto
41	AJU/231852	1	Roshni Singh

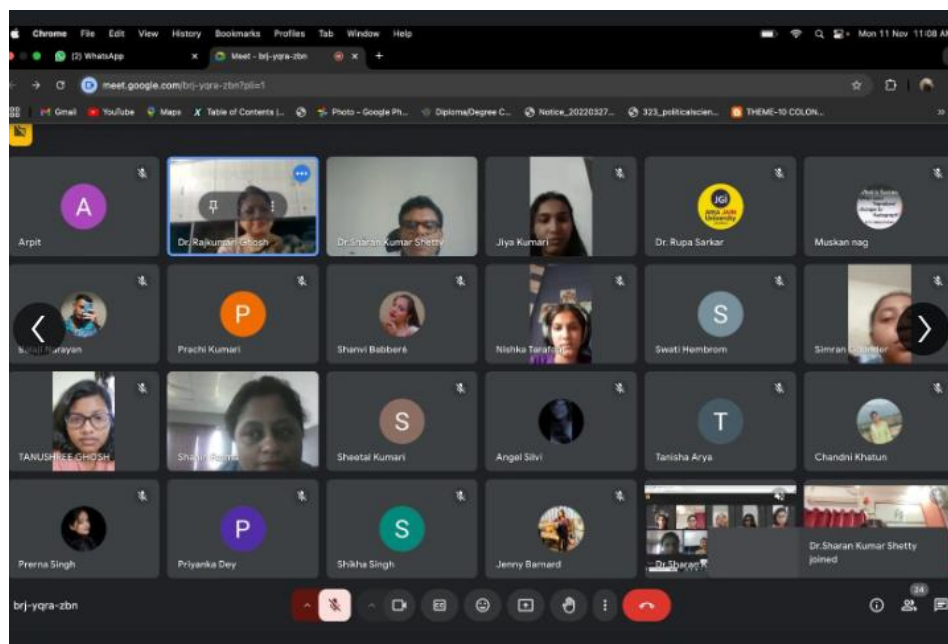
42	AJU/220306	4	Prerna Singh
43	AJU/230303	6	Ishani Lahiri
44	AJU/231874	1	Tanisha Arya
45	AJU/231371	4	Arpit Kumar sinha
46	AJU/231071	4	Sagorika Dey
48	AJU/221691	4	SHEETAL KUMARI
49	AJU/222071	4	Afiya Ebad
50	AJU/231256	4	PUSHPA SETH
51	AJU/241330	2	PAYAL SINGH
52	AJU/241646	1	VIDHAN KAUSHAL
53	AJU/230722	4	SUNITI SINGH
54	AJU/241247	2	RAVI KUMAR KUSHWAHA
55	AJU/231554	4	SANJANA AGARWAL
56	AJU/241681	4	SUPRIYA KUMARI BARI
57	AJU/241108	1	KUMARI DEEPTI
58	AJU/231494	4	ARYAN KESHARWANI
59	AJU/241906	1	SAMRIDHI RAJKUMAR
60	AJU/231872	4	AMISHA ARYA
61	AJU/230872	4	DEEPAK KUMAR PANDEY
62	AJU/240184	4	DHIRAJ CHOUDHURY
63	AJU/220294	6	S. SNEHA
64	AJU/232031	4	SHASHANK DWIVEDI
65	AJU/221569	6	VISHAKHA PANDEY
66	AJU/222021	6	ESHAN LAL
67	AJU/230568	4	SPARSH ARYA
68	AJU/221812	6	RAHUL DEO MAHATO
69	AJU/211296	6	T.TAMANNA RAO
70	AJU/241313	1	HARSH MISHRA
71	AJU/242123	1	ABHISHEK CHAKRABORTY
72	AJU/241614	1	SAUMYA RAJ
73	AJU/241359	1	SUBHANSH SADHYA
74	AJU/230736	4	JASPREET SINGH
75	AJU/231051	4	DIPIKA KUMARI
76	AJU/220153	6	AMAN KUMAR



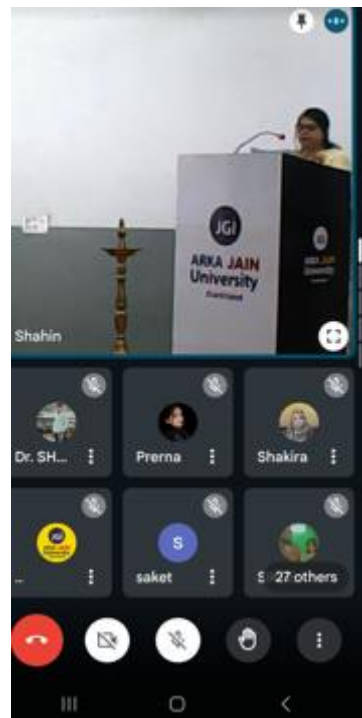
## PHOTOS OF THE EVENT



**Fig 1: External Speaker Mr Sharan Shetty (Professor, ASEAN group of Institution, Malaysia) addressing the students**



**Fig 2: External Speaker Mr Sharan Shetty (Professor, ASEAN group of Institution, Malaysia) addressing the session**



**Fig 3: Address by Dr. Rajkumari Ghosh , Program Coordinator, Dept. of English**



**Fig 4: Judges judging the assignment on semiotics**



**Fig 5: Instructions given by the coordinator on V.A.C.**



**Fig 6: Group Activity by the students on the importance of sign language**



Fig 7: Winners of the assignment on V.A.C.



Fig 8: Assignment activity by students



**EXAM NOTICE****ARKA JAIN**  
**University**  
Jharkhand**School of Humanities****Department of English**

Ref: AJU/BAENG/58/2024

Date: 12.12.2024

**Circular**

Dear Students,

This is to inform the students that the students have their V.A.C. (Cultural and Media Literacy: Understanding and Analyzing Diverse Texts, Media, and Cultural Contexts) Exam on 07<sup>th</sup> December 2024.

The Link for the same will be shared.



Coordinator  
**Dr. Shahin Fatma**  
Assistant Professor  
(Dept. of English)



Convenor  
**Dr. Rajkumari Ghosh**  
Program Coordinator  
(Dept. of English)  
Program Coordinator  
Department of English  
ARKA JAIN University, Jharkhand

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## QUESTIONNAIRE FOR V.A.C .

1. What is the name of parent company of Facebook and Instagram?

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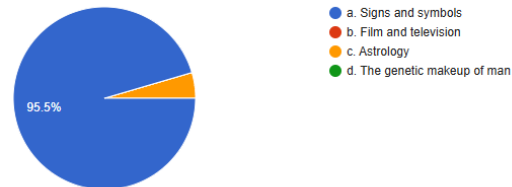
22 responses



4. Semiotics is the study of

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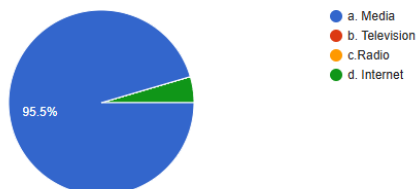
22 responses



2. What refers to the communication channels through which we disseminate news, music, movie, education, promotional messages and other datas?

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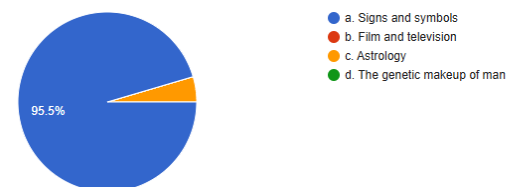
22 responses



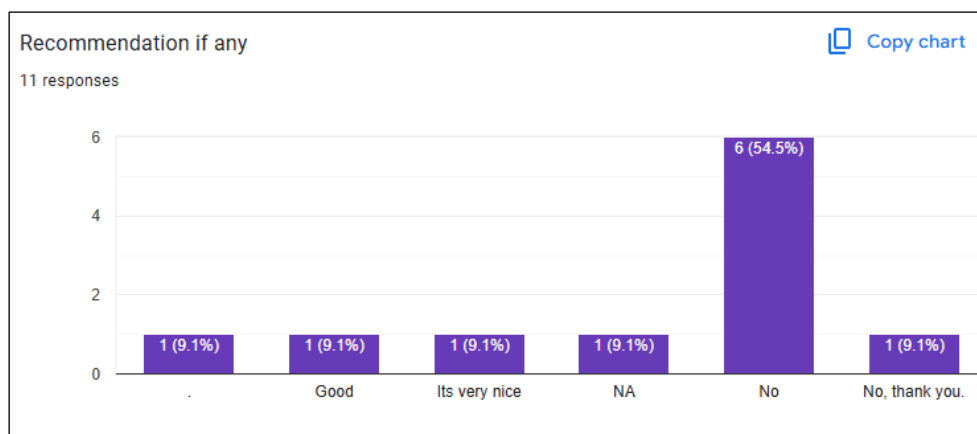
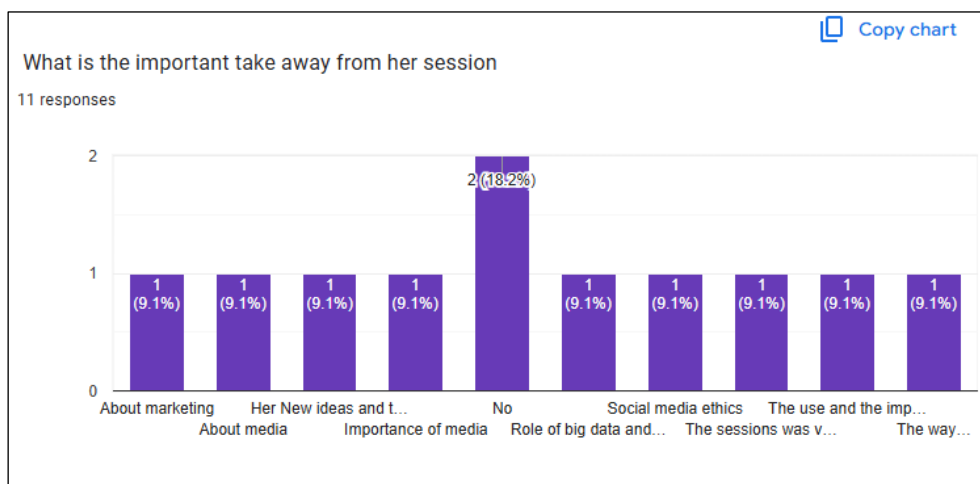
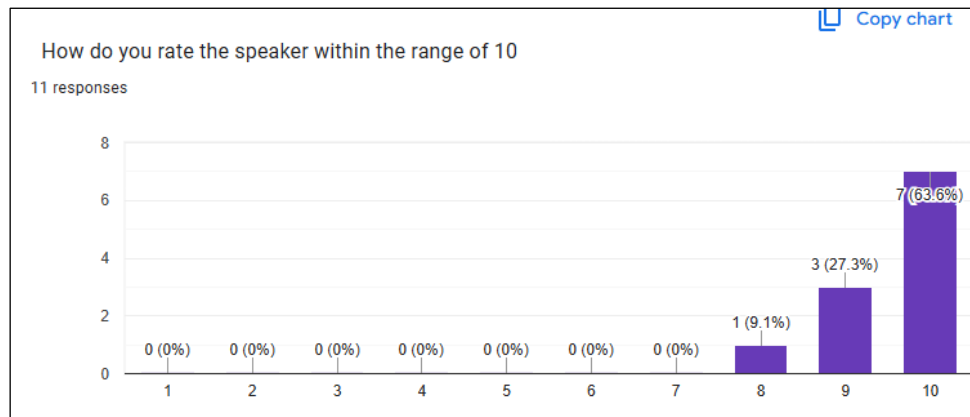
4. Semiotics is the study of

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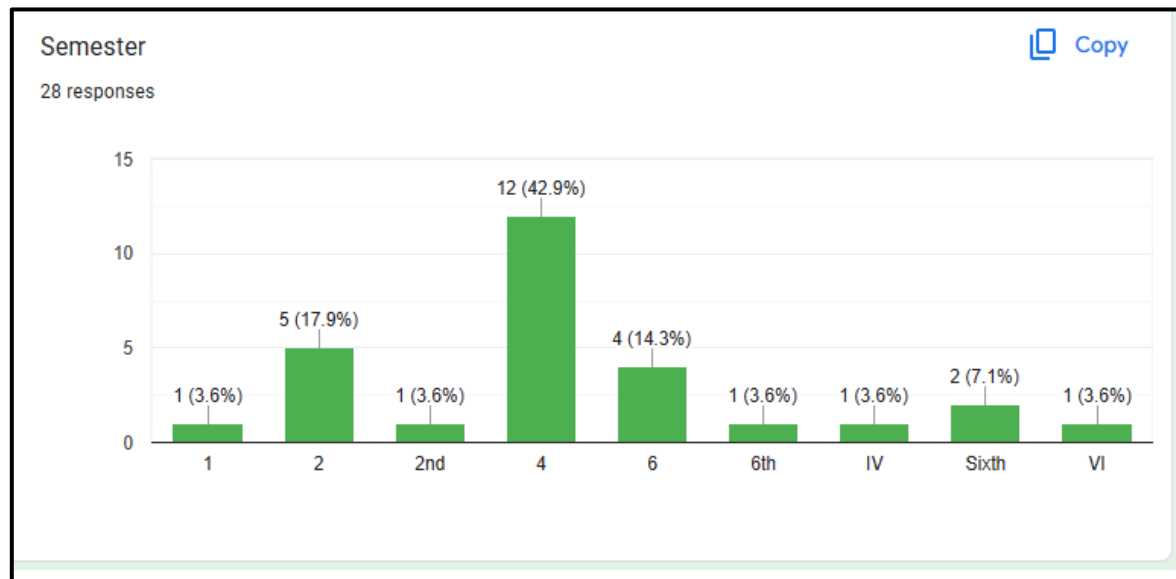
22 responses



## FEEDBACK OF STUDENTS



## EXAM RESULT



## FEEDBACK ANALYSIS OF THE COURSE

STUDENT FEEDBACK ANALYSIS						
S. No.	Description	Excellent	Good	Average	Acceptable	Poor
1	Subject Command of the Resource Person	70%	20%	3%	4%	3%
2	Linking subject to the new technology experience	72%	17%	4%	7%	0%
3	Depth of knowledge of the Resource Person	75%	11%	6%	7%	1%
4	Flexibility in accommodating individual participants needs	60%	26%	7%	6%	1%
5	Delivery & Use of Technology	75%	11%	8%	6%	0%

## Certificate of V.A.C.

**ARKA JAIN**  
**University**  
Jharkhand

THIS IS TO CERTIFY THAT

*Shipe Mandal*


**Reg Number : AJU/22610**

has successfully completed Certificate Course in Cultural and Media Literacy: Understanding and analysing Diverse Text, Media and Cultural Context offered by Department of Humanities in during the Academic Year 2024-2025

**Duration - 35 Hours**

**Grade : B+**

Rajkumari Ghosh, SHAHIN FATMA  
Instructor, Department of Humanities

  
Dr. Easwaran Iyer  
Vice-Chancellor**ARKA JAIN**  
**University**  
Jharkhand

THIS IS TO CERTIFY THAT

*Jyoti Kumari*


**Reg Number : AJU220102**

has successfully completed Certificate Course in Cultural and Media Literacy: Understanding and analysing Diverse Text, Media and Cultural Context offered by Department of Humanities in during the Academic Year 2024-2025

**Duration - 35 Hours**

**Grade : F**

Rajkumari Ghosh, SHAHIN FATMA  
Instructor, Department of Humanities

  
Dr. Easwaran Iyer  
Vice-Chancellor



THIS IS TO CERTIFY THAT

*S. Sneha*


**Reg Number : AJU/220294**

has successfully completed Certificate Course in Cultural and Media Literacy: Understanding and analysing Diverse Text, Media and Cultural Context offered by Department of Humanities in JMC during the Academic Year 2024-2025

**Duration - 35 Hours**

**Grade : C+**

SHAHIN FATMA, Rajkumari Ghosh  
Instructor, Department of Humanities

  
Dr. Easwaran Iyer  
Vice-Chancellor

THIS IS TO CERTIFY THAT

*Prerna Singh*


**Reg Number : AJU/220306**

has successfully completed Certificate Course in Cultural and Media Literacy: Understanding and analysing Diverse Text, Media and Cultural Context offered by Department of Humanities in Eng (H) during the Academic Year 2024-2025

**Duration - 35 Hours**

**Grade : A+**

SHAHIN FATMA, Rajkumari Ghosh  
Instructor, Department of Humanities

  
Dr. Easwaran Iyer  
Vice-Chancellor