



## Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH

(Accredited by NAAC with 'A+' Grade with CGPA of 3.42)

### Department of Journalism and Mass Communication

**COURSE CODE: JMC 452**

**COURSE NAME: MEDIA AND HUMAN RIGHTS**

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours writing assignments / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work/ house journals; obligatory/ optional work placement; literature survey/ library work; writing of papers/ presentations/ seminars, etc.)

**Course Objectives: The Course is designed to:**

- Understand the role of media in the promotion and protection of Human Rights.
- Critically analyze various forms of media representation of Human Rights issues.
- Explore the impact of media on Human Rights advocacy.
- Examine case studies of Media and Human Rights from around the world.

**Course Outcomes: After the completion of the course, students will be able to:**

- ❖ Develop the ability to critically evaluate media coverage of Human Rights issues, identifying biases, framing techniques, and the role of media ownership.
- ❖ Analyse how various forms of media influence and shape public perception and awareness of Human Rights issues.
- ❖ Learn effective strategies for using media as a tool for Human Rights advocacy and activism.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

**Evaluation Criteria:**

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment: 20% i.e. 20 Marks out of 100.



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#### **UNIT I: Introduction to Media and Human Rights (04 hours)**

- ◆ Definition and Scope of Media
- ◆ Human Rights: Meaning and Definition of Human Rights
- ◆ The role of Media in protecting and promoting Human Rights.
- ◆ Media theories (Agenda-Setting and Framing)

#### **UNIT 2: Media Representation of Human Rights (04 hours)**

- ◆ Analysing Media coverage of Human Rights Violations
- ◆ Case studies: Media Coverage impact on Human Rights.
- ◆ Ethics in Journalism: Reporting on Human Rights Crises
- ◆ The impact of Film and Photography in highlighting Human Rights Issues

#### **UNIT 3: Social Media and Grassroots Movements (04 hours)**

- ◆ Social Media Platforms and their Features
- ◆ Risks and challenges of Social Media in Human Rights Advocacy
- ◆ Analysis of notable Documentaries
- ◆ Challenges and Risks: Fake news

#### **UNIT 4: Media Literacy for Human Rights (04 hours)**

- ◆ Skills for critically engaging with Media content
- ◆ International Human Rights Organisations and their Role
- ◆ Case studies of successful Human Rights campaigns
- ◆ Understanding Misinformation and Disinformation

#### **UNIT 5: Technology and Human Rights: Censorship and Freedom of Expression (04 hours)**

- ◆ Global perspectives on Censorship
- ◆ Case studies of Journalists and Activists facing Repression
- ◆ Digital Surveillance, Privacy rights, and Human Rights
- ◆ Technology's Role in advocacy and campaigning

#### **Prescribed Text Books & Readings:**

- ◆ Balabanova, E. (2014). The Media and Human Rights: The Cosmopolitan Promise (1st ed.). Routledge. <https://doi.org/10.4324/9780203105436>
- ◆ Farrell, M. (2019). Human Rights in the Media: Fear and Fetish.



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- ◆ <https://hrf.org/new-hr-report-human-trafficking-in-saudi-arabia/>
- ◆ <https://www.theguardian.com/global-development/2022/sep/27/modern-day-slavery-kenyan-domestic-workers-tell-of-abuse-in-saudi-arabia>