

Online Course 2018 – Digital Transformation as Tool for Media Literacy

Module 1: Pros and Cons of Digital Transformation

Reference Material

- i. <https://www.youtube.com/watch?v=8Rb6fSaHmjU> (What is digital transformation?)
- ii. https://www.youtube.com/watch?v=_nSJYGEBYrg (What you should know about digital transformation?)
- iii. <https://www.youtube.com/watch?v=yQmdXfidrWM> (The challenges of digital transformation)
- iv. <https://www.youtube.com/watch?v=vYcFj44l-H0> (Ensuring digital transformation benefits everyone)
- v. <https://medium.com/procurement-tidbits/digital-transformation-of-procurement-a-good-language-abuse-bfcf565b957c>
- vi. <https://www.linkedin.com/pulse/use-abuse-word-digital-dr-joe-sweeney>

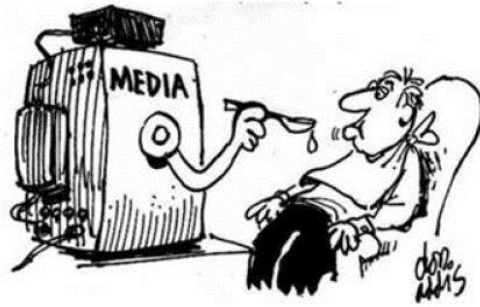
Assignment Questions

1. Explain how the digital transformation within the departments of health, education, and police in Pakistan has made each sector efficient. Substantiate your answer with the help of examples.
2. The rise of digitalization has provided an opportunity for every citizen benefit from the services of government and private sector. However, in some cases, citizens are misusing the concept of digitalization. Elaborate upon this statement with two examples of misuse of digital transformation.

Module 2: Am I Media Literate?

Reference Material

- i. <https://www.youtube.com/watch?v=oQMSKRrDjB4> (Media Literacy)
- ii. https://ac.els-cdn.com/S1877042814049842/1-s2.0-S1877042814049842-main.pdf?_tid=17849a8b-d05f-4eb1-8655-2add6b7ca68a&acdnat=1523876961_a02a38a4b799f74687a7548520f0ce56



1

Assignment Questions

1. Do you consider yourself a consumer of media? How would you gauge the level of media literacy at both, individual and collective levels? Substantiate your answer with examples.
2. “The quality of content on mainstream media depends upon the media literacy of the media consumers”. Do you agree with the statement? If yes, then how? Give examples

Module 3: Digital Pakistan

Reference Material

- i. <https://www.res4med.org/wp-content/uploads/2017/05/The-digital-utility-New-opportunities-and-challenges-1.pdf>
- ii. Case Study 1: https://www.pitb.gov.pk/digital_punjab
- iii. Case Study 2: <http://www.digitalindia.gov.in/content/about-programme>

Assignment Questions

1. Every technology has both positive and negative aspects. Do you think digital transformation is helping in achieving good governance or doing the opposite? Elaborate with examples reflecting how your province has been impacted by digital inclination in Pakistan?
2. Scenario: In 2025, Pakistan is a digitally transformed country with a media literate population. Share at least 2 innovative ideas that are essential to make this scenario practically possible in the given time period i.e. 7 years.

Module 4: How is media literacy linked to governance?

Reference Material

- i. <http://siteresources.worldbank.org/EXTGOVACC/Resources/CommGAPMediaLit.pdf>

¹ https://www.google.com/imgres?imgurl=https%3A%2F%2Fi0.wp.com%2Fwww.tmc.edu.sg%2F%2Fwp-content%2Fuploads%2F2016%2F08%2Fmasscomm.jpg%3Fresize%3D436%252C282&imgrefurl=https%3A%2F%2Fwww.tmc.edu.sg%2F2016%2F08%2F17%2Fimportance-media-literacy-among-young-people%2F&docid=2dkiBMUg0p7tYM&tbnid=Nv27o4qkDUVKM%3A&vet=10ahUKEwjM_bmwZvaAhXFWsAKHf2wBtQQMwhJKBwEQ..i&w=436&h=282&bih=625&biw=1366&q=what%20is%20media%20literacy&ved=0ahUKEwjM_bmwZvaAhXFWsAKHf2wBtQQMwhJKBwEQ&iact=mrc&uact=8



2

Elements of Good Governance

Assignment Questions

1. With reference to the elements of good governance in the image below, explain how;
 - ✓ Citizens being media literate can ensure good governance;
 - ✓ Citizens not conversant with media and no access technology can contribute to process of governance.
2. Scenario: You are an active citizen, with no authority or budget to contribute to governance.
In the given scenario, give 2-3 ideas on how despite the above mentioned situation, you could still play an active role in good governance?

2

https://www.google.com.pk/search?q=good+governance&source=lnms&tbm=isch&sa=X&ved=0ahUKewily6T2wZ3aAhXDJsAKHU1vD2cQ_AUICigB&biw=1366&bih=662#imgrc=fo5TXbBOj5ITDM