

KOTTAKKAL FAROOK ARTS AND SCIENCE COLLEGE

MEDIA WATCH CLUB

ANNUAL REPORT 2022-23

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The Media Watch club is a student group that explores various forms of mass media. The primary goal is to identify and recommend programmes, articles, features, documentaries, and other valuable resources that are either newly released or being repeated. These recommended resources should provide students with useful knowledge or wholesome entertainment. The club helps students choose the type of media they would like to consume. By shortlisting quality content, the club facilitates students in optimizing their reading and viewing habits, enabling them to manage the content they engage with in a more constructive manner.

Essentially, the Media Watch club curates and promotes educational and uplifting media offerings for the student community. This guidance helps students make informed choices about the media they consume, ensuring they derive maximum benefit from their media exposure in terms of gaining knowledge and enjoying wholesome entertainment.

Convenor: Sarika M (Department of English)




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The Media Watch Club organized two prominent events that fostered critical thinking and media literacy among students. The Annual Debate Competition, held in November 2022, witnessed a captivating intellectual discourse on "The Role of Media in a Democratic Society," where participants showcased exceptional research, rhetorical skills, and a nuanced understanding of media's influence on public opinion and governance. Later, in March 2023, the club hosted a enlightening Media Literacy Workshop, facilitated by the Principal Prof.M Abdul Azeez.. This interactive session equipped students with essential tools to navigate the digital landscape, verify information, identify misinformation, and critically analyze content across social media platforms, empowering them to become responsible and discerning consumers of digital media.

1. Annual Debate Competition

The Media Watch Club of Kottakkal Farook Arts and Science College successfully organized its annual debate competition on December 15, 2022. The event, held in the college seminar hall, witnessed a remarkable turnout of students from various disciplines, who showcased their oratory skills and intellectual prowess on the topic "The Role of Media in a Democratic Society."




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A glimpse of the Annual Debate Competition on 'The Role of Media in a Democratic Society,' organized by the Media Watch Club at Kottakkal Farook Arts and Science College



Ayesha
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The debate commenced with an insightful introduction by the club's convenor, Sarika M, who also the moderator of the debate highlighted the significance of media in shaping public opinion and its pivotal role in a democracy. The participants were divided into two teams, each representing opposing viewpoints on the topic.

The first team, advocating for the positive role of media, presented compelling arguments about the media's watchdog function, its ability to hold authorities accountable, and its crucial role in disseminating information to the public. They emphasized the importance of a free and independent press in upholding democratic values and fostering transparency in governance.

The opposing team, however, raised concerns about the potential misuse of media power, highlighting instances of biased reporting, sensationalism, and the spread of misinformation. They argued that unregulated media could potentially undermine democratic processes and manipulate public opinion, leading to societal divisions and polarization. Both teams displayed exceptional research, critical thinking, and rhetorical skills as they eloquently presented their arguments and counter-arguments. The audience, comprising students, faculty members, and esteemed guests, was captivated by the intellectual discourse and the passionate delivery of the participants.

After a series of thought-provoking rebuttals and cross-examinations, the judges, comprising eminent media professionals and academicians, deliberated and announced the winners. The event concluded with the distribution of prizes and certificates to the winning team and the recognition of all participants for their commendable efforts.

The annual debate competition organized by the Media Watch Club served as a platform for students to engage in constructive dialogue, exchange ideas, and develop critical thinking skills essential for navigating the complex



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media landscape. The event's resounding success has further solidified the club's commitment to promoting media literacy and fostering a well-informed and engaged student community.

2. Media Literacy Workshop

On March 10, 2023, the Media Watch Club of Kottakkal Farook Arts and Science College organized a highly informative and engaging Media Literacy Workshop. The event, titled "Navigating the Digital Landscape: Fact vs. Fiction in the Age of Social Media," was facilitated by Prof. M Abdul Azeez (Principal, KFASC) and Muhammed Labeeb M, (Vice Principal) of our college.

The poster is for a Media Literacy Workshop organized by the Media Watch Club at Kottakkal Farook Arts and Science College. The title of the workshop is "Navigating the Digital Landscape: Fact vs. Fiction in the Age of Social Media". The workshop is facilitated by Prof. M Abdul Azeez, Principal of KFASC, and Muhammed Labeeb M, Vice Principal of KFASC. The workshop is scheduled for March 10, 2023, from 2:00 PM to 5:00 PM, and will be held in the College Auditorium.

MEDIA WATCH CLUB

**KOTTAKKAL FAROOK
ARTS AND SCIENCE
COLLEGE**

**MEDIA
LITERACY
Workshop**

"Navigating the Digital Landscape:
Fact vs. Fiction in the Age of
Social Media"

Prof. M Abdul Azeez
Principal, KFASC

Muhammed Labeeb M
Vice Principal, KFASC

Date: March 10, 2023
Time: 2:00 PM - 5:00 PM
Venue: College Auditorium

The workshop aimed to equip students with the necessary skills to critically evaluate and interpret the vast array of information and content




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available on social media platforms. With the rapid proliferation of digital media and the increasing prevalence of misinformation and fake news, the need for media literacy has become more crucial than ever.

Principal Prof. M Abdul Azeez commenced the workshop by highlighting the potential dangers of unchecked social media consumption and the impact it can have on shaping perceptions and influencing decision-making. He emphasized the importance of developing a critical mindset and adopting a skeptical approach when consuming digital content.

Throughout the interactive session, participants learned various techniques to identify credible sources, verify information, and distinguish between factual reporting and biased or misleading content. Vice Principal Muhammed Labeeb M, provided practical tips on fact-checking methods, cross-referencing sources, and recognizing common tactics employed by those spreading misinformation.

Engaging activities and case studies allowed participants to apply the learned principles in real-world scenarios, fostering a deeper understanding of the complexities involved in navigating the digital landscape. The Media Literacy Workshop organized by the Media Watch Club was a resounding success, empowering students with the knowledge and skills necessary to become critical consumers of digital media. The club's commitment to promoting media literacy and fostering an informed and responsible student community was evident throughout the event, which received overwhelmingly positive feedback from participants and faculty alike.




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Students actively engage in the Media Literacy Workshop



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