



Report on

Extension Activity on “Media and Information Literacy”

Date: 28 January 2025

Venue: Sohna rural

Event Type: Educational Visit

Mode of Activity: Offline

Target Group: SJMC Students

Coordinators: Dr. Ritwik Ghosh, Dr. Ritika Choudhary

Organized by: School of Journalism & Mass Communication and NSS, KRMU

Number of Participants: 50

Introduction:

The School of Journalism and Mass Communication, in collaboration with the National Service Scheme (NSS) of K.R. Mangalam University, organized an extension activity on *Media and Information Literacy* in Sohna on 28 January 2025. The event aimed to raise awareness about media and information literacy, cyber fraud, and the dangers of misleading social media connections. The initiative sought to educate the local community about the risks associated with digital platforms while equipping them with the knowledge to protect themselves from misinformation and online scams.

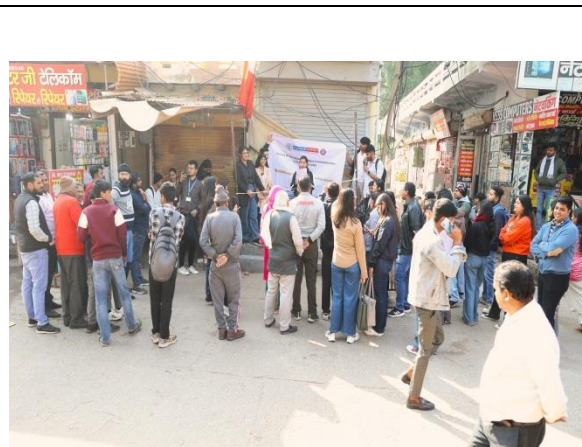
During the activity, various interactive sessions were conducted. Public speeches addressed key issues such as cyber fraud and misinformation, highlighting the importance of media literacy in tackling these challenges. Students conducted video interviews with residents, documenting their personal experiences of falling victim to cyber fraud and fake online connections. Additionally, a structured survey gathered insights into the awareness levels and opinions of the community, revealing a significant demand for more awareness campaigns and practical guidance to counter cyber fraud and misinformation.

Approximately 50 students from the School of Journalism and Mass Communication participated in the event, engaging directly with the rural population. These interactions offered students valuable insights into the challenges faced by rural communities in navigating the digital world. The activity also helped students develop a deeper understanding of the significance of media literacy in addressing these issues, making it a mutually enriching experience.

The initiative proved to be highly impactful, benefiting both the students and the residents of Sohna. While the community gained practical knowledge about identifying and preventing cyber fraud and misinformation, students enhanced their understanding through hands-on engagement. The event

underscored the need for continued efforts in raising awareness about media literacy, particularly in rural areas, and laid the foundation for future campaigns to empower communities with the tools to thrive in the digital age.

Event Pictures:



(Students interacting with the villagers)





(Students spreading awareness through communication)