

Pakistan First Online Course on Media Literacy and Civic Learning





# Dr. Rehan Tanoli

## Founder & CEO



Dr. Rehan Tanoli is the Founder and CEO of Mediatiz Foundation, bringing over fifteen years of experience in strategic communication, primarily within the Government of Pakistan. With a Doctorate in Communication, Dr. Tanoli has served as a trusted media advisor to national and international organizations, utilizing his extensive expertise in media management to drive impactful outcomes.

Dr. Tanoli's academic pursuits led him to become a Research Fellow at the University of Massachusetts, Amherst, USA, where he specialized in Digital Disinformation and Open-Source Social Media Intelligence. As a research scholar, he has focused on finding solutions to combat disinformation, enhancing media literacy, and bolstering public opinion analysis for informed policymaking.

Dr. Tanoli's most significant contributions include spearheading national-level media campaigns and establishing the Mediatiz Foundation, a nonprofit committed to catalyzing transformative change in the mediatization landscape. With a mission centered on empowering communities, nurturing civic engagement, and steering societal development toward sustainable objectives, the Foundation stands as a beacon of progress. Education is the cornerstone of its mission: empowering individuals with the knowledge and skills needed to navigate the complexities of the digital age responsibly. Through innovative research and educational initiatives, it strives to elevate pedagogical standards, foster critical thinking, and promote lifelong learning.

Driven by a vision of an empowered world where education fuels civic engagement and societal development, Dr. Tanoli endeavors to blend global standards with local values to empower individuals and communities worldwide.



# Background

Mediatiz Foundation, a nonprofit organization registered with the Securities and Exchange Commission of Pakistan (SECP) under Section 42, is dedicated to engaging Pakistan's youth through educational initiatives that address both contemporary and future challenges. By leveraging innovative educational frameworks, the Foundation tackles the critical demands of the digital age, fosters global competitiveness, and ensures broad access to high-quality education. Led by Dr. Rehan Tanoli, the Foundation is supported by a multidisciplinary team of experts from both the public and private sectors. This diverse and inclusive team is committed to developing forward-thinking, scalable solutions that empower and inspire the next generation of learners across Pakistan.



Media and civic education for the digital age

### **Balanced Learning**

Integrating self-awareness and moral values

### **Digital Surge**

III M internet users, 51% smartphone penetration

#### **Youth Power**

65% under 30 A generation ready to lead

#### **Potential Unlocked**

77% of young Pakistanis are online

## Future-Ready

Al and robotics to shape tomorrow's workforce

#### **Eco-Conscious**

Building environmental awareness from a young age

Mediatiz Foundation, operating in mainly the Ed-Tech sector, is committed to modernizing education in Pakistan through innovative courses in digital and media literacy, Al and robotics, environmental and civic education, and social-emotional skills, all aligned with UNESCO's 2030 Agenda and addressing key gaps in the Single National Curriculum. These courses are our contribution to equip students for 21st century challenges and ensure they are future-ready. To support this mission, Mediatiz Foundation offers free of cost courses to underprivileged students, making quality education accessible to all.

# Empowering Pakistan's Youth through Media and Information Literacy

### Digital Landscape: Challenges for Pakistan's Youth

While the digital world offers vast opportunities, it also presents threats: disinformation, deepfakes, screen addiction, and mental health issues. Pakistan, with a median age of 20.7 years, faces significant challenges as its youth are especially vulnerable to these effects, which fuel anxiety, social isolation, and trust deficits in factual information. Social media algorithms amplify these challenges by creating echo chambers and polarization.

### **Why Media Literacy Matters**

Globally, media literacy is seen as essential to equip young people with skills for critical analysis, informed decision-making, and responsible digital citizenship. These competencies are vital to tackle misinformation, social pressures, and online manipulation, supporting the UN's Sustainable Development Goals.

### Pakistan's Education Gap

Despite a tech-savvy youth, Pakistan's education system lacks a structured approach to media literacy, leaving youth unprepared to face digital challenges. To bridge this gap, Mediatiz Foundation has launched Media Mind, the country's first comprehensive online media literacy course.

## Media Mind: Preparing Youth for the Digital World

Media Mind provides students (Classes 5-12 and undergraduates) with critical tools to navigate digital spaces. Through four age-specific parts covering topics like mental health, social media addiction, privacy, Al ethics, and news literacy, the course promotes safe, informed, and responsible online and offline engagement.

By fostering critical digital skills, Media Mind aligns with global standards to empower Pakistan's youth to positively and responsibly engage in the digital world, strengthening society for sustainable development.

According to the Pakistan
Telecommunication
Authority, as of January
2024, Pakistan has III
million internet users and
71.7 million active social
media profiles

The country ranks among the top ten globally in terms of smartphone users, with penetration increasing from 10% in 2014 to 51% by 2024 Pakistan not listed on any media literacy index



# **Media Mind**

# Course Overview

Part | 10 - 13 yrs

Part II 14 - 16 yrs

MEDIA FOUNDATION & CIVIC LEARNING

**CREATIVE SAFEGUARDS & MEDIA** 

Part III 17 - 18 yrs

Part IV 19 - 24 yrs

CRITICAL MEDIA ENGAGEMENT

ADVANCED MEDIA & INFORMATION LITERACY

- 72 lessons / 2 languages (English & Urdu) Approx 6-7 lessons for each grade
- Video lessons, activity packets & interactive games for reinforcement
- Lesson plans & PowerPoint slides for teachers and students

## Media Mind (Media mind and Civic Learning) comprehensively covers themes including:

**Dual Nature of Technology** Media and Communication

**Digital Citizenship** 

**Online Communities** 

**Digital Reputation** 

Online Ethical Choices

**Smart Sharing** 

Respectful Commenting

Netiquette

**Managing Online Identity** 

Cyberbullying

**Digital Drama** 

Online Disinhibition

Toolkit Against Harassment

Online Allyship

Social Media Norms

Hate Speech

Positive Online Presence

Mental Health

**Digital Stress** 

Screen Time

**FOMO** 

Digital Dysmorphia

Social Media Addiction

Dopamine Rush

Desensitization

Altered Sense of Self

**Attention Span** 

Anxiety & Depression

Balancing Online & Offline Life

Online Safety

**Unsafe Downloads** 

Threats & Malware

**Online Scams** 

Cybersecurity

Managing Personal Info

Doxing

**Security Strategies** 

**Privacy Policies** 

Terms of Services

Social Media Algorithms

The Filter Bubble

**Echo Chambers** 

Cognitive Dissonance

Polarization

Advertisement Algorithms

**User Data & Targeted Ads** 

**Intellectual Property** 

Plagiarism

Copyrights

**Creative Commons** 

Public Domain & Fair Use

**News Literacy** 

Misinformation & Disinformation

**Fake News** 

Clickbait

Computational Propaganda

**Lateral Reading** 

Visual Literacy

Consumption vs. Production

Truth Decay

**Internet Governance** 

Accessibility & Inclusivity

**Advance Searching** 

**Research Ethics** 

**Power of Social Media** 

Social Media Activism

**Media Representations** 

**Bias Amplification** 

Stereotypes & Social Media

Gender Bias

Intimate Messaging

Digital Blackmail & Extortion

**Explicit Content** 

Ethical Values Online &

Offline

Islamic Guidelines & Media

Artificial Intelligence

Generative AI & Chatbots

Large Language Models

Future Tech & Ethics

Deep Fakes

Social Networking

Marketing & Consumerism

Fact vs Opinion

Social Media Violence

Digital Crowdsourcing

Civic Learning

Responsible Technology/Al

Internet Safety

Information Operations

# **DOMAIN A: DIGITAL AWARENESS AND WELLBEING**

| GRADE VI  | GRADE VII  | GRADE VIII                                   | GRADEIX   | GRADE X  | GRADE XI  | GRADE XII  |
|---|--|--|-----------|--|---|--|
| Benchmarks:  A-1: Understand the evolution of technology and its impact on society, including the opportunities and challenges it presents  A-2: Explore the meaning of media, trace communication methods, and critically analyze information to uncover deeper truths |  | GRADEIX                                      | GRADEX    | Benchmark A-5: Underst concepts of and inclusivit media and e assistive tech empowers pe disabilities A-6: Identify accessibility, | cand the accessibility ty in digital explore how anology eople with   |  |
| A-3: Understand the impact of digital stress, social media, and emotional triggers on mental wellbeing A-4: Develop strategies to balance online and offline activities, fostering mindful, healthy digital engagement  STUDENT LE                                      |  |  | EARNING ( | DUTCOME  | Content Acce<br>Guidelines (V<br>develop strat<br>create more<br>media  | essibility<br>VCAG), and<br>egies to   |
| SLO:MM-   | SLO:MM-  |  |           |  | SLO:MM-   | Hillian Control of the Control of th |
| <b>06-A-01</b> Tracing the evolution of technology  | 07-A-01<br>Understand<br>what digital<br>stress is and<br>how it<br>affects us                               |  |           |  | 11-A-01 Grasp the concepts of accessibility and inclusivity in digital media  |  |
| SLO:MM-<br>06-A-02<br>Discover how<br>technology<br>brings<br>both<br>opportunities<br>and<br>challenges  | SLO:MM-<br>07-A-02<br>Learn to<br>identify<br>digital<br>distractions<br>and their<br>impact on<br>our lives |  | 9         |  | SLO:MM-<br>11-A-02<br>Explore how<br>assistive<br>technology<br>empowers<br>people with<br>disabilities to<br>access digital<br>media |  |
| SLO:MM-<br>06-A-03<br>Reflect on<br>how   |  | SLO:MM-<br>07-A-03<br>Learn how to<br>wisely |           | ,  | SLO:MM-<br>11-A-03<br>Understand<br>how inclusive   |  |

| society<br>adapts to<br>new<br>technologies   | navigate<br>through<br>persuasive<br>technologies<br>and not fall<br>prey to their<br>tricks  |  | media<br>shapes<br>society  |  |
|---|---|--|---|--|
| SLO:MM- 06-A-04 Learn all the ways we communicate, from old smoke signals to today's smartphones                | SLO:MM-<br>07-A-04<br>Understand<br>why it's cool<br>to balance<br>screen time<br>with green<br>time                                  |  | SLO:MM-<br>11A-04<br>Identify<br>obstacles to<br>accessibility<br>in digital<br>media                             |  |
| SLO:MM-<br>06-A-05<br>Discover<br>what "media"<br>means   | SLO:MM-<br>07-A-05<br>Understand<br>the concept<br>of social<br>media<br>addiction<br>and its<br>effects on<br>the brain              |  | SLO:MM-<br>11-A-05<br>Familiarize<br>yourself with<br>the Web<br>Content<br>Accessibility<br>Guidelines<br>(WCAG) |  |
| SLO:MM-<br>06-A-06<br>Become a<br>Media<br>Detective to<br>uncover the<br>real story                            | SLO:MM-<br>07-A-06<br>Identify<br>feelings of<br>FOMO, low<br>self-esteem,<br>comparison,<br>and envy<br>triggered by<br>social media |  | SLO:MM-<br>11-A-06<br>Formulate<br>strategies to<br>promote<br>more<br>accessible<br>and inclusive<br>media       |  |
| SLO:MM-<br>06-A-07<br>Explore and<br>question<br>everything to<br>better<br>understand<br>the world of<br>media | SLO:MM-<br>07-A-07<br>Develop<br>strategies for<br>a healthier<br>relationship<br>with social<br>media.                               |  | SLO:MM-<br>11-A-07<br>Apply WCAG<br>for website<br>evaluation   |  |

## **DOMAIN B: MEDIA AND INFORMATION LITERACY**

| GRADE VI | GRADE VII | GRADE VIII | GRADE   | IX   | GRADEX   | GRADEXI | GRADE XII |
|----------|-----------|------------|---|--|--|---------|-----------|
|          |           |            |   | type<br>s of<br>yze i                                  | nd the<br>es, and<br>advertising,<br>ts impact<br>behavior   |         |           |
|          |           |            | is collecte<br>understa<br>advertisin   | ed o<br>ind to<br>ng, a<br>ninkir<br>adv               | argeted<br>nd develop<br>ng skills to                        |         |           |
|          |           |            | B-3: Understand news literacy, distinguish authentic news from misleading content, and enhance critical thinking to evaluate news credibility |  |  |         |           |
|          |           |            | develops<br>critically  | nationation<br>ationation<br>d clic<br>strate<br>asses | n, fake<br>kbait, and<br>egies to                            |         |           |
|          |           |            | photo ma  | inipu<br>kills t<br>nd ir                              |  |         |           |
|          |           |            | digital pho<br>manipula   | gical<br>oto<br>tion<br>g ted<br>ate b<br>I visu       | effects of<br>and assess<br>chniques to<br>etween<br>als and |         |           |

| S | TUDENT LE | ARNING O | UTCOMES  |  |
|---|-----------|----------|--|--|
|   |           |          | SLO:MM- 10-B-01 Understand the purpose and types of advertising, including various strategies and techniques used to influence consumer behavior   |  |
|   |           |          | SLO:MM- 10-B-02 Analyze the impact of advertising on consumer behavior and society, with a focus on how advertising shapes perceptions and choices   |  |
|   |           |          | SLO:MM- 10-B-03 Develop critical thinking skills to responsibly navigate online advertising by understandin g how user data is collected and the role of targeted advertising in the digital world |  |

|  |  | SLO:MM- 10-B-04 Develop the ability to critically analyze and evaluate news content by identifying key elements, differentiating between legitimate news, opinion, satire, and various forms of misinformation, including disinformation, malinformation and fake news |  |
|--|--|--|--|
|  |  | SLO:MM- 10-B-05 Acquire practical skills in lateral reading, source verification, and recognizing clickbait tactics to make informed judgments about news credibility, avoid manipulation, and foster responsible media consumption in the digital age                 |  |
|  |  | SLO:MM-<br>10-B-06<br>Trace the<br>history of photo<br>manipulation<br>and develop<br>visual literacy<br>skills to critically<br>analyze and   |  |

|  | s | interpret images in media, recognizing techniques used to alter perception  |  |
|--|---|---|--|
|  |   | SLO:MM- 10-B-07 Understand the psychological impact of digital photo manipulation and critically assess advertising techniques to differentiate between enhanced visual appeal and the reality of the product |  |

# DOMAIN C: DIGITAL CIVILITY AND ETHICS

| GRADE VI                     | GRADE VII  | GRADE VIII             | GRADEIX | GRADEX | GRADE XI | GRADE XII |
|------------------------------|--|------------------------|---------|--------|----------|-----------|
| Benchmark                    | (s:  |                        |         |        |          |           |
| making ethi                  | and the impor<br>cal choices,<br>ating politely, a<br>as and respect                 | nd behaving            |         |        |          |           |
| others' digit<br>information | o safeguard pe<br>al reputations,<br>responsibly, a<br>ings effectively<br>lity      | share<br>nd use        |         |        |          |           |
| between cy<br>drama, reco    | tand the differ<br>berbullying an<br>ognize their imp<br>gies to prevent<br>oullying | d digital<br>bact, and |         |        |          |           |

| <b>C-4:</b> Develop empore bullying, identify robullying, and learn from bystander to supporting those a  | les in online<br>how to transition<br>active helper in   |              |  |
|---|--|--------------|--|
|   | STUDENT LEARN  | ING OUTCOMES |  |
| SLO:MM- 06-C-01 Understand community membership and reflect on personal involvement, recognizing key powers of citizenship and how they can contribute positively both offline and online | SLO:MM- 08-C-01 Understand the concepts of cyberbullying and digital drama, identifying their differences and recognizing the emotional and psychological impact these behaviors have on victims |              |  |
| SLO:MM- 06-C-02 Learn the principles of digital citizenship, using "superhero" powers to create safe, kind, and maginative polline spaces   | SLO:MM- 08-C-02 Define online disinhibition and understand how it contributes to cyberbullying, along with common ways people might conceal their identity online                                |              |  |
| SLO:MM-<br>D6-C-03<br>xplore how<br>unline actions<br>hape your   | SLO:MM-<br>08-C-03<br>Develop<br>empathy and<br>ethical  |              |  |

| digital identity and reputation, understanding the significance of responsible behavior for your future  | or<br>in<br>le<br>ov<br>di<br>ar<br>fre<br>pe<br>in | ehavior in nline steractions, earning to evercome disinhibition om articipating a or tolerating ehaviors   |  |  |
|--|---|--|--|--|
| SLO:MM- 06-C-04 Gain insight into how personal information is stored in "the cloud" and how to safeguard digital privacy while building a positive digital presence  | Le a tr st h p c c g p fe                           | LO:MM- 18-C-04 Pearn and P |  |  |
| SLO:MM- 06-C-05 Understand the importance of making ethical and respectful choices online, distinguishing between in-person and digital interactions, and recognizing how online behavior impacts oneself and others |   | SLO:MM-<br>D8-C-05<br>Recognize the various roles individuals play in bullying situations, learning how to transition from a bystander to an active supporter and discovering effective ways to assist those affected by bullying  |  |  |

| SLO:MM- 06-C-06 Learn to share information thoughtfully and responsibly, using privacy settings to manage visibility and safeguarding personal and others' digital reputations                            |  |    |  |   |
|---|--|----|--|---|
| SLO:MM- 06-C-07 Develop skills for constructive, polite, and appropriate communication in various digital spaces, following key guidelines for clear and respectful online interactions                   |  |    |  |   |
| SLO:MM- 06-C-08 Explore strategies for managing and protecting one's online reputation, applying empathy, kindness, and critical thinking to navigate digital challenges and make positive online choices |  | 76 |  | g |

# **DOMAIN D: SAFETY, PRIVACY AND WELLBEING**

| GRADE VI   | GRADE VII   | GRADE VIII   | GRADEIX  | GRADEX  | GRADEXI | GRADE XII |
|--|---|--|--|---|---------|-----------|
| D-1: Learn an safety rules, understand a software, up downloading. D-2: Identify scams, under develop critic safeguard painformation we emails and some substitution of the safeguard painformation of the safeguard promote results and how to repromote results and how to repromote results afeguard promote and protect it who the safeguard painformation of the safeguard pain | Benchmarks:  D-1: Learn and apply basic online safety rules, identify malware risks, and understand the importance of security software, updates, and responsible downloading practices  D-2: Identify various types of online scams, understand scam tactics, and develop critical thinking skills to safeguard personal and financial information while evaluating suspicious emails and social media posts  D-3: Understand the concept of digital identities, develop strategies for safe online expression, and critically evaluate online interactions to distinguish between genuine and misleading content  D-4: Learn the impact of hate speech and how to respond with empathy, promote respect, and craft a truthful, safe online bio while understanding the significance of selfies and profile pictures in shaping digital reputation  D-5: Understand the concept of personal information, how online services use it, and learn strategies to protect it while using digital platforms  D-6: Learn about doxing, methods to protect personal information, and adopt strong password practices and Two-Factor Authentication (2FA) for lifelong digital security |  | Benchmark D-9: Recogn importance policies and use, identify and develop navigate and digital agree fairness and D-8: Underst algorithms w impact of filt and explore to protect or while addres privacy diler through criti and structur | ize the of privacy terms of key terms, skills to d assess ements for clarity and how vork, the ter bubbles, strategies hine privacy ssing digital mmas cal thinking |         |           |
|  | S   | TUDENT L   | EARNING (  | OUTCOME   | S       |           |
| SLO:MM-<br>06-D-01<br>Understand<br>and apply<br>essential   | i<br>i  | SLO:MM-<br>08-D-01<br>Understand<br>the concept of<br>personal |  |   |         |           |

| online safety rules, recognizing the importance of responsible behaviors and strategies for staying safe while using the internet   | information<br>and privacy,<br>recognizing<br>how online<br>services use<br>personal data<br>and the<br>importance of<br>protecting it  |  |  |
|---|---|--|--|
| SLO:MM- 06-D-02 Identify various types of malware, the risks of untrusted downloads, and the role of security software and updates, developing responsible downloading practices to protect devices   | SLO:MM-<br>08-D-02<br>Learn the<br>definition and<br>risks of doxing,<br>including its<br>methods and<br>evolution, and<br>develop<br>strategies to<br>safeguard<br>personal<br>information<br>online |  |  |
| SLO:MM- 06-D-03 Recognize and critically evaluate online scams, understanding common tactics used by scammers, learning how to safeguard personal and financial information, and knowing appropriate responses when encountering suspicious content | SLO:MM- 08-D-03 Master secure online practices, including creating strong passwords, using Two-Factor Authentication (2FA), and adopting habits for lifelong digital safety                           |  |  |

| SLO:MM-                                 | SLO:MM-  |
|---|--|
| 06-D-04                                 | 08-D-04  |
| Understand                              | Recognize the  |
| the concept of                          | importance of  |
| digital identity,                       | privacy  |
| including the                           | policies and   |
| importance of                           | "Terms of Use,"  |
| online profiles,                        | understand   |
| bios, and                               | key terms, and   |
| selfies in                              | develop skills   |
| shaping digital                         | to critically  |
| reputation, and                         | assess digital   |
| learn safe                              | agreements   |
| strategies for                          | and navigate   |
| expressing                              | online privacy   |
| oneself                                 | rights   |
| truthfully                              |  |
| online                                  |  |
| 300 C C C C C C C C C C C C C C C C C C |  |
| SLO:MM-                                 | SLO:MM-  |
| 06-D-05                                 | 08-D-05  |
| Recognize the                           | Understand   |
| significance of                         | the role of  |
| empathy and                             | algorithms and   |
| diversity in                            | the "filter  |
| online                                  | bubble" in   |
| interactions,                           | shaping online   |
| distinguishing                          | experiences,   |
| between hate                            | exploring  |
| speech and                              | strategies to  |
| unkind words,                           | protect privacy  |
| and learn how                           | and mitigate   |
| to respond to                           | its effects  |
| hate speech                             |  |
| with respect                            |  |
| and                                     |  |
| understanding                           |  |
| SLO:MM-                                 | SLO:MM-  |
| 06-D-06                                 | 08-D-06  |
| Develop                                 | Explore the  |
| critical thinking                       | ethical, social,   |
| skills to explore                       | and technical  |
| identity safely                         | dimensions of  |
| and navigate                            | digital privacy,   |
| online                                  | applying   |
| interactions                            | critical   |
| responsibly,                            | thinking,  |
| distinguishing                          | debate, and  |
|   | AND THE PROPERTY OF THE PROPER |
| 1 17                                    | public   |
| between                                 | public speaking skills   |
| 170                                     | public speaking skills to analyze and  |

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| behaviors in<br>the digital<br>space  | address<br>real-world<br>privacy<br>dilemmas |  |  |
|---|--|--|--|
| SLO:MM-<br>06-D-07<br>Explore and<br>question<br>everything to<br>better<br>understand<br>the world of<br>media |  |  |  |

## **DOMAIN E: RESEARCH AND CONTENT USE**

| GRADE VI | GRADE VII | GRADE VIII | GRADEIX  | GRADEX  | GRADE XI  | GRADE XII  |
|----------|-----------|------------|--|---------|---|--|
|          |           |            | Benchmarks: E-1: Understand intellectual property, copyright law, and the importance of respecting others' creative works online E-2: Grasp the concept of Creative Commons licenses, learn about the Public Domain and Fair Use, and explore how to apply these principles to share and use creative works respectfully |         | Benchmark  E-3: Master I selection, que construction advanced selection advanced selection advanced search outcome academic research outcome academic research comprehents bibliography reference in citation style avoid plagic uphold acade integrity | keyword lery n, and earch tools results and aluate omes for eliability and the of citing mpile a sive y, accurately various es, and urism to |
|          | S         | TUDENT L   | EARNING (  | OUTCOME | S   |  |
|          |           |            | SLO:MM-<br>09-E-01<br>Understand<br>the concept of<br>Intellectual<br>Property (IP),   |         | SLO:M-<br>11-E-01<br>Master<br>keyword<br>selection and<br>query  |  |

|  | including<br>copyright law<br>and its role in<br>protecting<br>creative works<br>and artists  | construction<br>for optimized<br>search results,<br>while using<br>advanced<br>tools to refine<br>searches for<br>academic<br>purposes   |  |
|--|---|--|--|
|  | SLO:MM- 09-E-02 Learn the significance of respecting others' creative works online, exploring how copyright and Creative Commons licenses contribute to the sharing and protection of intellectual property | SLO:M- 11-E-02 Develop skills to critically evaluate search outcomes, ensuring academic reliability and the use of credible sources  |  |
|  | SLO:MM-<br>09-E-03<br>Grasp the<br>basics of<br>Creative<br>Commons,<br>including<br>different types<br>of licenses, and<br>understand<br>how to apply<br>these licenses<br>to your own<br>work             | SLO:M- 11-E-03 Understand the importance of citing sources in academic writing, learning to compile a comprehensiv e bibliography and apply various citation styles accurately |  |
|  | SLO:MM-<br>09-E-04<br>Understand<br>the concept of<br>the Public<br>Domain and<br>identify  | SLO: M- 11-E-04 Recognize and avoid plagiarism, maintaining academic   |  |

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| examples of<br>works in the<br>Public Domain   |   | integrity<br>through proper<br>referencing<br>and ethical use<br>of sources |  |
|--|---|---|--|
| SLO:MM- 09-E-05 Learn about Fair Use, its importance, and how to use copyrighted materials respectfully under Fair Use guidelines  | · |   |  |
| SLO:MM- 09-E-06 Explore the ethical and legal considerations surrounding IP, Creative Commons, Public Domain, and Fair Use, ensuring responsible sharing and use of creative content |   |   |  |

## **DOMAIN F: MEDIA ENGAGEMENT & RISKS**

| GRADE VI | GRADE VII | GRADE VIII | GRADEIX | GRADE X | GRADE XI  | GRADE XII   |
|----------|-----------|------------|---------|---------|---|---|
|          |           |            |         |         | Benchmarl F-1: Identify attributes of media, its po change, and transformat on political of engagemen understandi detrimental | the focial ctential for dexplore its ive effects and social at while ng its |

F-2: Develop critical thinking skills for responsible online activism, learn respectful participation strategies, and understand the importance of digital citizenship and the consequences of online actions

F-3: Grasp the fundamental concepts of AI, its uses in daily life, and its advantages, constraints, and challenges, including the role of Large Language Models and AI-generated content

F-4: Develop skills to critically assess
Al-generated content, understand biases, privacy, and security concerns, and explore the ethical implications of Al and deepfakes

F-5: Learn about deepfakes, the technology behind them, their uses, ethical challenges, and strategies for detecting and preventing them

F-6: Grasp the fundamental concepts of AI, its applications in daily life, and its advantages, constraints, and challenges, including Large Language Models and AI-generated content

|  |   |          |           |         | F-7: Develop to critically of Al-generated understand I privacy, and concerns, and the ethical in of Al and deep fakes, the technology is them, their unchallenges, of strategies for and preventions.             | ssess d content, piases, security d explore applications epfakes  bout ae behind ses, ethical and r detecting   |
|--|---|----------|-----------|---------|--|---|
|  | S | TUDENT L | EARNING ( | OUTCOME | S  |   |
|  |   |          |           |         | SLO:M- 11-F-01 Identify the attributes of social media that enable it to bring about change, exploring its transformative impact on political and social engagement while also recognizing its detrimental effects | SLO:M- 12-F-01 Understand bias, cognitive bias, and the interplay between social media and human psychology, developing strategies to mitigate the impact of social media on biases |
|  |   |          |           |         | SLO:M- 11-F-02 Develop critical thinking skills for responsible online activism, understanding the diverse engagement levels within  | SLO:M- 12-F-02 Analyze stereotypes, biases, and their portrayal in media, understanding the role of media in shaping  |

|  | 4 |  | social media<br>platforms and<br>how to<br>participate<br>respectfully   | perceptions<br>and evaluating<br>the impact of<br>stereotypes on<br>individuals and<br>society  |
|--|---|--|--|---|
|  |   |  | SLO:M- 11-F-03 Understand the significance of responsible digital citizenship, the potential consequences of online actions, and strategies for adapting to ethical challenges in the digital world  | SLO:M- 12-F-03 Critically analyze media messages for stereotypes, biases, and implicit assumptions, learning to deconstruct portrayals by questioning character choices, storylines, and language |
|  |   |  | SLO:M- 11-F-04 Grasp the fundamental concepts and mechanisms of artificial intelligence (AI), including its applications in daily life, the use of Large Language Models, and the advantages, constraints, and challenges associated with AI | SLO:M- 12-F-04 Develop strategies to challenge stereotypes and create alternative media messages that promote diverse perspectives  |
|  |   |  | SLO:M-<br>11-F-05<br>Understand<br>the role of   | SLO:M-<br>12-F-05<br>Evaluate truths<br>and myths   |

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|  | <br> |   |   |
|--|------|---|---|
|  |      | literacy in critically assessing Al-generated content, addressing information bias, and analyzing data privacy and security concerns related to Al.   | understand online sexism, and identify various forms of online sexism, recognizing the importance of addressing and confronting it. |
|  |      | SLO:M- 11-F-06 Explore the nature and definition of deepfakes, including the technological mechanisms behind their creation, their potential benefits and harms, and the ethical and legal challenges they present. |   |
|  |      | SLO:M- 11-F-07 Identify strategies and techniques for detecting and preventing deepfakes, developing a responsible approach to engaging with Al-generated content.  |   |

## TO BE PUBLISHED IN THE NEXT ISSUE OF THE GAZETTE OF PAKISTAN PART-III

Islamabad 30th July, 2024

## **NOTIFICATION**

F.No.2-2(2024) Media Tech/NCC: In exercise of the powers conferred under the Federal Supervision of Curricula, Textbooks and Maintenance of Standards of Education Act, 1976 Section 3 (2) (a) the Competent Authority has been pleased to approve the Curriculum of Media Mind Technology developed by Mediatiz Foundation Rawalpindi as Supplementary Learning Material for classes VI-XII for educational institutions located in Islamabad Capital Territory and the institutions under the supervision of Federal Government across the country.

(Imran Ahmad Khan) Assistant Education Advisor 051-9265573

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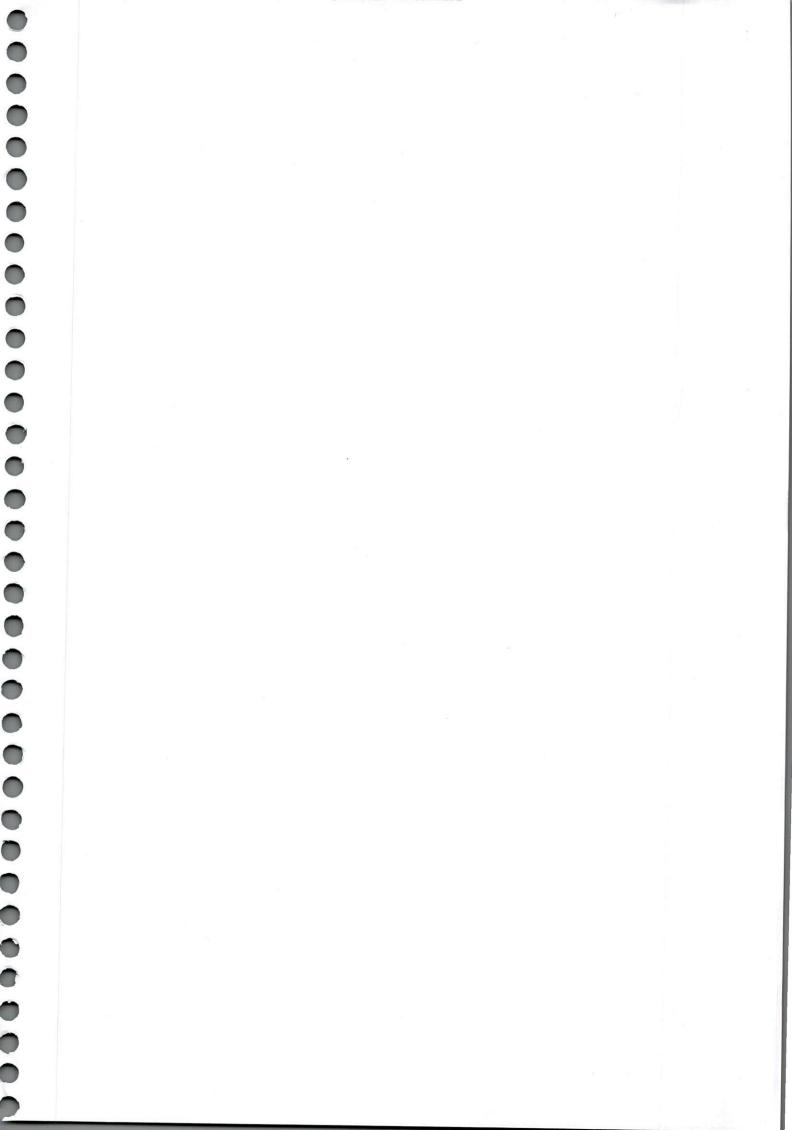
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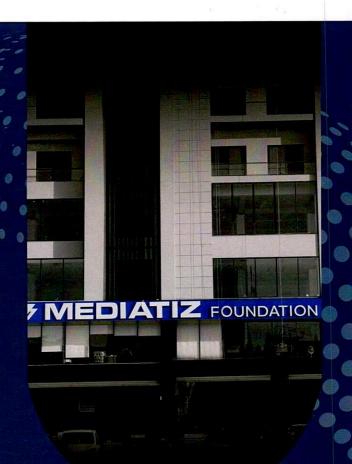
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- 4. APS to Joint Educational Advisor, FE&PT, Islamabad
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