CENTRE FOR DIGITAL LEARNING
CHRIST UNIVERSITY

CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE | DELHI NCR | PUNE

CUx MooC
Course Syllabus

Course Name :

Strategic Digital Storytelling for Social Impact

Expected Timing: Start Date | End Date

Course Brief

Course Information

1. COURSE TITLE	Strategic Digital Storytelling for Social Impact
2. COURSE CODE	(Add Course Code)
3. FACULTY NAME	Dr Tinam Borah
4. DEPARTMENT	Dept of Media Studies
5. SCHOOL	School of Social Sciences
6. COURSE TYPE (MOOC / Micro-Credential)	Micro-Credential

7. TARGET LEARNERS (Students/Professionals)	Students/Professionals (Educators, Content Creators, NGO workers, Policy Makers)
8. DATE OF COMMENCEMENT	Expected timing **Date** to **Date**

Overview

01

ABOUT THE COURSE

This course aims to develop a critical understanding of digital storytelling as a tool for social impact. It equips learners to examine how stories operate within digital platforms, shape public understanding, and influence social outcomes.

The scope of the course includes narrative design, audience awareness, ethical communication, platform-specific formats, and impact evaluation across contexts such as education, advocacy, community engagement, and professional practice.

In an era of information overload and algorithm-driven visibility, the course is crucial for developing the capacity to communicate responsibly, move beyond superficial engagement, and utilize digital storytelling to promote awareness, accountability, and meaningful social change.

02

COURSE OUTCOMES

By the end of this course, learners will be able to

- Explain how stories shape perception, values, and responses to social issues, especially within fast-paced digital media environments.
- Design strategic digital stories by aligning purpose, audience, framing, and platform, with attention to ethics, representation, and responsibility.
- Create and adapt stories across formats (text, visual, audio) and platforms for education, advocacy, professional practice, and community engagement.
- Critically assess when digital storytelling has meaningful social impact, using basic impact-evaluation concepts and qualitative indicators beyond surface-level metrics.

03

TOPICS / UNITS / MODULES

- Why Stories Matter
- Digital Media and Storytelling
- Visibility vs Meaning
- Strategic Communication Goals
- Understanding Audiences in Digital Spaces
- Framing and Representation
- Ethics and Responsible Storytelling
- Narrative Strategies for Social Impact
- Visual Storytelling
- Writing for the Ears
- Platforms and Formats in Digital Storytelling
- Storytelling for Community Engagement
- Digital Storytelling Across Social Contexts
- Digital Storytelling for Social Impact Across Professions
- Measuring Impact Beyond Metrics

04

RESOURCES / REFERENCE MATERIALS

File Course Planner

File Scripts

File Supporting Materials

File Assessment

Course Delivery Format

• **MODE OF DELIVERY (Online - Self-paced / Instructor-led / Hybrid)**	Online- Self paced
• **DURATION (in hours)**	**15 hours** For each hour: 20 mins video, 20 mins reading, 10 mins reflective exercise, and 10 mins graded quiz
• **THEORY/ PRACTICAL**	A combination of both theory and practical
• **ASSESSMENT TYPE (Quizzes, Final Exam, Projects)**	Quizzes

- **PREREQUISITES (if any)**

- Basic digital literacy, including familiarity with using the internet, social media platforms, and online learning environments.
- Basic working knowledge of using a smartphone or camera for recording audio or video, and elementary familiarity with video or audio editing tools.
- Proficiency in English sufficient to engage with video lectures, readings, reflective activities, and quizzes.
- Willingness to engage with conceptual discussions and reflective learning activities.

- **ELIGIBILITY CRITERIA**

- Open to undergraduate and postgraduate students from any discipline.
- Open to working professionals, educators, social sector practitioners, and lifelong learners.
- Applicants should have completed higher secondary education (10+2) or an equivalent international qualification.

• **CREDENTIALS AND CERTIFICATION**	Learners who successfully complete the course will receive a **Certificate of Completion** and a **digital badge** in *Strategic Digital Storytelling for Social Impact*. **To qualify, learners must:** • Engage with all course video lectures • Complete all quizzes • Participate in guided reflective activities
• **DATE OF COMMENCEMENT**	Expected timing **Date** to **Date**

Instructor Details

1. ABOUT THE INSTRUCTOR	Dr Tinam Borah is an academic, researcher, and writer, currently serving as Assistant Professor in the Department of Media Studies at CHRIST University, Bangalore. She holds a postgraduate degree in Mass Communication and Journalism and a PhD in Cultural Studies from Tezpur University, and has over 15 years of experience in creative and journalistic writing and six years as a media educator. Her research and teaching focus on feminist media studies and media psychology, with particular attention to gender, sexuality, ethics, media literacy, and the politics of representation. She examines digital narratives to understand how meaning, identity, and power are produced and circulated across contemporary media platforms. Dr Borah has published several scholarly articles, integrates reflective and gender-sensitive pedagogy in her classrooms, and brings professional experience as a published author and voice-over artist.
2. REGISTRATION AND ACCESS DETAILS	(Add Promo Code)
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