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**DEPARTMENT OF INFORMATION AND MEDIA**  
Ministry of Information & Communications  
**Royal Government of Bhutan**  
Thimphu: Bhutan



# **FINAL DRAFT TERMS OF REFERENCE (TOR)**

MEDIA AND INFORMATION LITERACY AUDIO VISUAL PROGRAM  
DEPARTMENT OF INFORMATION AND MEDIA  
MINISTRY OF INFORMATION AND COMMUNICATIONS  
THIMPHU, BHUTAN.

DEPARTMENT OF INFORMATION AND MEDIA



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## 1. INTRODUCTION:

The Royal Government of Bhutan (RGoB) recognizes the critical role of information and media in today's information age in strengthening active citizen participation in a democratic society. As such, the RGoB strives to support implementation of programmes towards promoting the growth of a vibrant and responsible media industry in the country for effective participation of the citizenry.

With the introduction of television, cellular phones, internet and privatization of newspapers Bhutan has taken a major leap into the information age. Access to and exchange of information is just at a click of a button. The number of media both print and broadcasting in Bhutan has increased in the last few years, and is expected to further increase with the RGoB encouraging private ownership of media and its open licensing policy for media. The contents of media in Bhutan are a mixture of indigenous and foreign (The latter attracts the younger generation in various ways, such as picking up culture and life style that is inappropriate, visiting adultery website, viewing the world around them as a meaner place, affecting their academic performance, becoming victims of the digital world etc.).

In order for the media to play a constructive role, it is important for the consumers to be aware and conscious of the potential role media can play on the society. Media consumer must have the skills to look at media critically and analytically in order for them to participate and contribute responsibly in the development process. The growth of quality media will be hampered and its constructive role in the society undermined if media literacy is not developed and encouraged.

Media literacy will help to create a clear understanding between media and their audiences and narrow down the communication gap, while enhancing open and free flow of information – sharing. In order to understand the role of media, the media consumers must first understand media's functional processes, the way information is generated or processed, and objectives and motive behind producing certain media products. At the same time, an understanding on the pattern of media consumption will help media



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organizations to manage their production of media products and contents. Media literacy will help to promote appreciation of media's role and respect positive and pro-social uses of media. It can help young people become less vulnerable to the negative aspects of media exposure through acquiring skills to critically evaluate contents (print, audio and visual).

## **2. PURPOSE:**

To develop audio-visual program on media literacy that will enhance the ability of the viewers and readers to make wise choices on the consumption of media products, appreciate the role media plays and also to enhance the citizens to be a producer of media content.

## **3. OBJECTIVES:**

The main objectives of the task are the followings:

1. Enable Bhutanese citizens to understand media as an essential tool to create and disseminate information.
2. Educate and sensitize Bhutanese citizens on the key concepts of media (all media messages are constructed and have imbedded values, intentions and point of views etc.).
3. Enable Bhutanese citizens to access, understand and evaluate media contents and to effectively apply them in their daily lives.
4. Educate Bhutanese citizens on the etiquette of the online or social media (internet safety).

## **4. TARGET AUDIENCE:**

The target audiences to develop sensitization and awareness programme on use of various media, their impact and their intent are as following:

- a. Youth.
- b. Parents.



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## **5. STRATEGIES:**

For the purpose of achieving the above objectives the consultant shall inter-alia develop a

1. Develop a short video clips (minimum of 5 minutes) on News literacy.
  - a. What is news literacy?
  - b. Why News Literacy?
  - c. Distinguish between news and opinion.
  - d. Facts and fiction.
  - e. Propaganda.
  - f. Advertisement.
  - g. How to use critical thinking skills to judge the reliability and credibility of news reports and news sources.
2. One short video clips (minimum of 5 minutes) on cyber/virtual bullying.
  - a. What are cyber/digital bullying and the characteristic of cyber bullying?
  - b. What are the affects of cyber/virtual bullying?
  - c. How can we prevent cyber/virtual bullying?
  - d. What needs to be done if someone confronts cyber/virtual bullying?
3. One short video clips (minimum of 5 minutes) on digital/online etiquette.
  - a. What is digital/online etiquette?
  - b. How to behave professionally on social media.
  - c. Risks and effects for being unethical in social media.
4. One short video clips (minimum of 10 minutes) on the role of media and information in a democratic government.
  - a. Media as a platform for democratic discourse.
  - b. Media as a watch dog (transparency, accountability etc.).
  - c. Media as a source of information to make informed decisions.

While developing the programme, the video clips should cover the different forms of media (print, broadcast, movies, internet (social networking), video games etc.) and their impact and influence on the society at large. The video clips should be in simple language (Dzongkha/English) with subtitles. In order to engage the viewers the consultant should use animation/flash wherever possible to make the video more attractive, interesting and engaging.



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## **6. DURATION OF THE ASSIGNMENT:**

This part of the consultancy services shall be executed within four months from the date of the award of work to the consultant by the Department of Information and Media.

## **7. OBLIGATION OF THE CONSULTANT:**

The consultant shall have, but not necessarily be limited to, the following obligation for providing the consultancy service to DoIM:

1. Develop a work plan and submit the same to DoIM.
2. Submit the script and synopsis of the audio-visual and also work in close collaboration with DoIM and other stakeholders’.
3. Develop a visual programme of media literacy competent to the above cited objectives and strategies.
4. The consultant shall develop content of the videos in such a way that the viewer will be able to critically analyze media content.
5. The Consultant shall be required to report the progress of the assignment to DoIM quarterly.

## **8. OUTCOME:**

The Media Literacy programme produced by the consultant should be able to have the following outcomes for the viewers and readers but should not be limited to:

1. Develop Media and Information Literacy programme (audiovisual program that reflect the core key concepts of media literacy).
2. Ability to understand media and information as an essential tool to create vibrant democracy.



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3. Enhance the ability to use critical thinking skills to judge the reliability and credibility of news report (print, television and internet).
4. Able to adopt good ethics while participating in social media.

**9. QUALIFICATION AND EXPERIENCE OF CONSULTANT:**

1. Knowledge of media literacy and also with in-depth knowledge and understanding of print, broadcasting, internet and new media.
2. Experience in movie making such as audiovisual production, script writing and editing is essential.
3. Ability to analyze, plan, communicate effectively, draft reports, organize and meet expected results, adapt to different environments (cultural, economic, political and social), develop media literacy programme.
4. Media literate and ability to effectively use IT tools.
5. Preferred University degree in mass communication, journalism or areas relevant for the assignment.

**11. REMUNERATION AND OTHER EXPENSES:**

The consultant shall be remunerated as per the terms and conditions stipulated in the contract agreement executed between the client and the consultant for the purpose of carrying out the assignment.

**12. AMENDMENT OF ToR:**

This ToR may be modified and amended at any time by the concerned parties' thorough Mutual written consent.