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MNM-035

**M. A. (JOURNALISM AND DIGITAL
MEDIA) (MAJDM)**

Term-End Examination

December, 2024

MNM-035 : MEDIA AND INFORMATION LITERACY

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt questions from all Sections as per instructions.*

Section—A

Note : Answer any *five* questions. 5×2=10

1. What is information literacy and why is it important in media studies ?
2. Explain the concept of 'prosumers'.
3. How does audience segmentation work in media ?
4. What is the difference between misinformation and disinformation ?

5. Explain the concept of cultural hegemony in media representation.
6. How does selective exposure influence media consumption patterns ?
7. Describe the normative role of journalism in a democratic society.

Section—B

Note : Answer any *four* questions. 4×5=20

8. How does media regulation impact media ownership and content ?
9. What basic competencies are required for Media and Information Literacy (MIL) ?
10. Compare the uses and gratification theory with the cultivation analysis approach.
11. Discuss the significance of RTI Act (2005) in ensuring transparency and accountability in media.
12. Examine the relationship between media ethics and journalistic integrity.

13. How do digital platforms facilitate user-generated content and civic participation ?

Section—C

Note : Answer any *two* questions. 2×10=20

14. Critically evaluate the impact of media pluralism on a democratic society.
15. Explore the influence of media convergence on traditional media industries and audience consumption habits.
16. Discuss how media literacy education can foster critical thinking and enhance democratic engagement in India.

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