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MNM-036

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

Term-End Examination

December, 2024

MNM-036 : DIGITAL MEDIA 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. Explain the concept of hypertextuality in the context of online news websites.
2. Briefly explain the effects of deepfakes on media trust and credibility.
3. Explain the concept of interactivity in digital media platforms.

4. What are the codes and conventions used in news media ?
5. Briefly describe the features of a news website.
6. List the different types of licenses under Creative Commons.
7. What is Clickbait's role in spreading misinformation ?

Section—B

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

8. Explain the role of digital media in fostering social movements and activism.
9. Describe the stages of information-seeking behaviour in an online environment.
10. What are the *four* dimensions of advertising literacy ?
11. Discuss the role of interactive multimedia tools in enhancing online learning experiences.
12. Explain the influence of new media technologies on access and empowerment among marginalised communities.

13. Discuss the evolution of film genres in the context of digital media story-telling.

Section—C

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

14. Examine the importance of digital media literacy in promoting participatory democracy in the digital age. Give suitable examples.
15. Discuss the impact of digital media on political participation and the rise of prosumers. Cite relevant examples.
16. Discuss the ethical responsibilities of participatory digital cultures. Give suitable examples drawn from issues surrounding citizen journalism and deepfakes.

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