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BNM-023

**B. A. (JOURNALISM AND DIGITAL
MEDIA) (BAJDM/BAFJDM)**

Term-End Examination

December, 2025

**BNM-023 : MEDIA AND INFORMATION
LITERACY**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : *Attempt any five questions. All questions carry equal marks.*

1. Discuss the fundamental skills involved in critical thinking when evaluating media messages. Give relevant examples.
2. Explain the merits and demerits of convergence that affect how we consume and create media content. Cite relevant examples.

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3. Explain with examples the role and functions of news literacy in combating the spread of misinformation in the digital age.
4. Describe the relevance of social media literacy in empowering users to produce responsible content. Cite relevant examples.
5. How is gender represented in Indian films ? Give adequate examples.
6. Enumerate the role of media literacy in civic participation and democratic engagement. Contextualise your answers in the Indian scenario.
7. Discuss the pedagogical approaches to media literacy education. Explain their relevance in the Indian context.
8. Write short notes on any *four* of the following :
 - (a) Basic tenets of cognitive learning theory
 - (b) Characteristics of Fake News
 - (c) The ethical issues of news media
 - (d) Need and importance of audience analysis
 - (e) Role of censorship
 - (f) Significance of media pluralism

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