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BNM-028

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

Term-End Examination

December, 2025

BNM-028 : DIGITAL MEDIA LITERACY

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Discuss how personalisation and algorithms influence the diversity of information exposure in digital media.
2. Identify and discuss *two* major issues associated with the development of media spaces in the digital era.
3. Discuss the characteristics of new media technologies and their impact on traditional media.

4. How do different film genres reflect and shape societal values and media literacy ?
5. Define the term 'digital natives' and explain how their interaction with media and from information differs from previous generations.
6. Why is alternative media important in a democratic society ? Discuss *two* major concerns related to content and audience engagement in alternative media.
7. Define online learning and explain key advantages it offers compared to traditional learning environments. Give relevant examples.
8. Answer any *four* of the following questions :
 - (a) How does participatory culture shape media consumption ?
 - (b) What is surveillance capitalism ?
 - (c) How does an infodemic contribute to misinformation ?

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- (d) What factors contribute to the digital divide ?
- (e) How is virtual reality transforming media experiences ?
- (f) What is datafication and why is it important in digital media ?

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