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MNM-013

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)**

Term-End Examination

December, 2025

**MNM-013 : MEDIA, INFORMATION AND
EMPOWERMENT**

Time : 2 Hours

Maximum Marks : 50

***Note :** There are three Parts in this question paper. Distribution of marks is indicated in the respective parts.*

Part—A

***Note :** Write short notes on any *five* of the following in about **100** words each.*

2×5=10

1. Self-regulation

D-3027/MNM-013

P. T. O.

2. Reception Analysis
3. Participatory Communication
4. Media Advocacy
5. Gyan Darshan
6. Bhopal Gas Tragedy
7. Dependency Theory
8. Chipko Movement

Part—B

Note : Attempt any *four* of the following in
about **250** words each. 4×5=20

9. How does the media play an important role in the health sector ? Explain with examples.
10. Discuss the characteristics of media audiences.
11. Write a note on "Indian Constitution and Human Rights".
12. How does the portrayal of women in the mainstream media affect society ? Explain with examples.
13. What is media and information literacy ? Why is it needed ? Explain.

[3]

Part—C

Note : Attempt any *two* of the following in about
500 words each. 2×10=20

14. What is development communication ?
Discuss the various features of development communication with examples.
15. What is alternative media ? Discuss the different forms of alternative media used in India.
16. Describe the core concepts of media literacy with suitable examples.

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