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MNM-036

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

Term-End Examination

December, 2025

MNM-036 : DIGITAL MEDIA LITERACY

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all Sections as directed.*

Section—A

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

1. Define news literacy and its importance in the digital age.
2. Enumerate the impact of the political economy on digital media platforms.
3. Explain the term ‘media convergence’ and give an example.
4. What are the ethical challenges of personalised advertising on digital platforms ?

5. Define the nanoisation of content in the context of social media.
6. What is the significance of digital storytelling in online media platforms ?
7. How does participatory culture affect content creation in the digital space ?

Section—B

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

8. How does digital media shape political discourse in developing countries ?
9. Describe the challenges of maintaining credibility in social media journalism.
10. Explain the impact of user-generated content on traditional news media.
11. What are the various stages involved in the digital information processing lifecycle ?
12. Compare the roles of digital and alternative media in promoting democratic participation.
13. How do digital media platforms handle user privacy concerns ? Give examples.

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Section—C

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

14. Give a detailed account of the role of digital media in promoting alternative media and citizen journalism. Cite relevant examples from recent events.
15. Analyse how digital media literacy can bridge the digital divide. Elaborate on educational initiatives and policy efforts from the international and national levels.
16. How do digital platforms influence film and television story-telling ? Contextualise its influence on shorts and reels. Cite relevant examples.

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