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BNM-023

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

Term-End Examination

June, 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. Elaborate the consequences of information overload with the suitable examples. Explain the role of MIL in mitigating this problem. 20

2. Evaluate the role of media literacy in challenging stereotypes and promoting representation and diversity in media content. Give recent examples. 20
3. How does media literacy contribute to fostering digital citizenship among individuals ? Explain the role and responsibilities of individuals who participate in digital media. Cite suitable examples. 20
4. How does media literacy empower individuals to become critical consumers of media content ? Enumerate the benefits of being media literate. Give relevant examples. 20
5. Evaluate the effectiveness of different approaches to media literacy education in addressing contemporary media challenges. Cite relevant examples from the global experiences. 20
6. Analyse the role of media literacy in addressing digital inequalities and promoting equitable access to information and technology. 20

7. Write short answers of the following :

4×5=20

- (a) Civic Media Literacy
- (b) Information Culture
- (c) Behaviourism Learning Theory
- (d) Media Literacy Experiments in the U.S.A.

8. Write short notes on any *four* of the following :

5×4=20

- (a) Visual Quotients
- (b) Disinformation
- (c) User-Generated Content
- (d) Cultivation Analysis
- (e) Alternative Media
- (f) On-site Reporting
- (g) Stereotyping in News
- (h) Types of Music Videos
- (i) Primary *vs.* Secondary Audience

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