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**BNM-028**

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

**Term-End Examination**

**June, 2025**

**BNM-028 : DIGITAL MEDIA LITERACY**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Explain how verbal and visual elements shape the meaning of media texts. Give relevant examples.
2. Define media codes and conventions and explain their significance in news presentation.
3. Explain the concept of media convergence and discuss its impact on journalism and media consumption.

4. What are the three pillars of new media literacy and why are they essential for digital citizenship ?
5. What are the key metrics used to evaluate advertising effectiveness ? Explain with examples.
6. Define cyberspace and explain its key characteristics. Why is regulation of cyberspace essential ? Discuss with examples.
7. Differentiate between misinformation, disinformation and malinformation with appropriate examples.
8. Answer any *four* of the following :
  - (a) What are common rhetorical devices in media texts ?
  - (b) How does news framing influence audience perception ?
  - (c) What role does semiotics play in media analysis ?

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- (d) How does hypertextuality impact digital story-telling ?
- (e) What is algorithmic bias and how does it affect digital media ?
- (f) Why is user-generated content significant in digital media ?

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