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

Term-End Examination

June, 2025

MNM-035 : MEDIA AND INFORMATION 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 civic media literacy and explain its importance in the digital age.

2. What is the role of public interest journalism in a democracy ?

3. How does the hypodermic needle theory describe media affect on audiences ?

4. Explain the concept of media manipulation and its impact on public trust.

5. Discuss the role of transparency in maintaining journalistic credibility.

6. What is the purpose of the inverted pyramid structure in news writing ?

7. How does the theory of multiple intelligences apply to media education ?

Section—B

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

8. Discuss how media literacy helps promote diversity and inclusion in media representation.

9. Explain the difference between media literacy and digital literacy with relevant examples.

10. Analyse the effects of media convergence on the news industry's structure and function.

11. Discuss the ethical considerations in media representation of marginalised groups.

12. Evaluate the role of critical media literacy in empowering consumers of media content.

13. How does the community inquiry model enhance learning in online environments ?

Section—C

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

14. Examine the role of media in promoting and challenging gender stereotypes in India.

15. Discuss how critical media literacy education can address the challenges of misinformation and fake news in the digital era.

16. Explore the concept of cultural hegemony and its role in shaping media narratives and representations in India.

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