

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

Term-End Examination

June, 2026

**BNM-023 : MEDIA AND INFORMATION
LITERACY**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any *five* questions.

(ii) All questions carry equal (20) marks.

1. Explain the role of digital literacy in enhancing civic participation in a democratic society. Give adequate examples from the Indian context.
2. Discuss the challenges of misinformation and disinformation in the contemporary media environment. Cite relevant examples.
3. Explain different MIL competencies. Discuss the educational strategies for incorporating these into young adults.

4. Discuss the various global media literacy initiatives in fostering a media-literate society.
5. Explain the problem-based learning pedagogical method. Discuss its role in enhancing students' media literacy skills.
6. Evaluate how online safety literacy can help protect users from digital threats. Give suitable examples.
7. Discuss media literacy's role in addressing bias in news reporting and media content. Cite relevant examples from Indian context.
8. Write short notes on any *four* of the following :
 - (a) Significance of editorial independence
 - (b) Cultural hegemony
 - (c) Characteristics of User-Generated Content
 - (d) Pillars of Media and Information Literacy
 - (e) Characteristics of propaganda
 - (f) Processes of textual analysis

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