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BNM-028

**B. A. (JOURNALISM AND DIGITAL
MEDIA) (BAJDM/BAFJDM)
Term-End Examination
June, 2026**

BNM-028 : DIGITAL MEDIA LITERACY

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks (20 marks).

1. Critically analyse the role of media codes and conventions in shaping news narratives across different media platforms. Cite suitable examples.
2. How do the key elements of film grammar contribute to media literacy ? Explain how understanding shot composition, editing, and sound design can help viewers critically analyze media texts.

3. Identify four open-source software tools for creating e-content and briefly explain their functionalities.
4. What role does segmentation strategy play in campaign development ? Illustrate with an example of a successful advertising campaign.
5. Describe the concept of information-seeking behavior in the online environment and explain why it is crucial for digital learners.
6. How do ownership and control impact the functioning and independence of alternative media ?
7. Define interactivity in the context of media and information texts and explain its significance in digital learning.
8. Answer any *four* of the following : 4×5=20
 - (a) How do echo chambers reinforce biased perspectives ?
 - (b) What is a filter bubble, and how does it affect information access ?
 - (c) How is smart journalism changing news reporting ?

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- (d) What is a prosumer, and how do they influence media content ?
- (e) What are the risks of deepfake technology in media ?
- (f) How do networked publics shape digital communication ?

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