

No. of Printed Pages : 4

**MNM-013**

**POST GRADUATE DIPLOMA IN  
DIGITAL MEDIA / M. A. (JOURNALISM  
AND DIGITAL MEDIA)  
(PGDIDM / MAJDM)**

**Term-End Examination**

**December, 2024**

**MNM-013 : MEDIA, INFORMATION AND  
EMPOWERMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *There are three Parts in this question paper.  
Distribution of marks is indicated in the  
respective Parts.*

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**Part—A**

**Note :** Answer any *five* questions in about  
100 words each. 5×2=10

1. How has the Information Age context reshaped the dynamics between mass media and society ?

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2. Explain core concepts of Media and Information Literacy (MIL) and briefly explain its significance.
3. What is the dominant paradigm of development and what are its primary characteristics ?
4. What is the communication agenda for public health ?
5. Explain the characteristics of traditional media.
6. What are the implications of the gender-media relationship in terms of 'stereotyping' ?
7. Explain the significance of the Universal Declaration of Human Rights in the development of human rights globally.
8. What are the primary functions of education, and how do they contribute to human development ?

### Part—B

**Note :** Answer any *four* questions in about  
**250** words each. 4×5=20

1. Discuss the impact of social networking sites on the formation of public opinion. How do these platforms facilitate the spread of information and shape public perceptions ? Cite suitable examples.

2. Discuss the role of media and technology in education. What are some challenges associated with their integration into educational systems ?
3. Discuss the different theories of rights as part of the conceptual and theoretical framework of human rights.
4. Explore the obstacles that countries and regions may face in adopting and implementing digital media policies. How do these obstacles impact media regulation and governance ?
5. Analyze the role of various media platforms in health communication. How do these media forms contribute to the dissemination of health information ?

### Part—C

**Note :** Answer any *two* questions in about  
500 words each. 2×10=20

1. Write an essay on the concept of alternative media, its evolution and its role in contemporary society. Examine the influence of social media in shaping alternative media narrative. Give relevant examples.

2. Give a detailed account on the intersection of mass media, environmental communication and sustainability. Discuss the role of environmental journalism and advocacy in raising awareness about environmental risks and conservation efforts.
3. Write an essay that provides a comprehensive overview of media policies on a global scale. Discuss the different perspectives and approaches to media policies in various countries and regions.

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