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MNM-035

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

Term-End Examination

December, 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. What is bias in media and how can it affect public perception ?
2. What is the role of freedom of expression in a democracy ?
3. What is meant by civic participation in media literacy ?
4. Define active learning in the context of media literacy education.

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5. How does audience segmentation influence advertising strategies ?
6. Discuss the key factors that impact media access.
7. What is the significance of gatekeeping in media production ?

Section—B

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

8. Examine how digital citizenship fosters responsible online behaviour.
9. Explain Vygotsky's Zone of Proximal Development and its application in media education.
10. How does the "Two-Step Flow Theory" explain media influence on public opinion ?
11. Evaluate the impact of social media algorithms on news consumption and political discourse.
12. Describe the challenges of selective exposure in promoting diverse perspectives in media.

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13. What ethical challenges are associated with user-generated content in digital spaces ?

Section—C

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

14. Critically analyse the role of media in shaping cultural identity and reinforcing stereotypes. Cite relevant examples.
15. Discuss the effects of globalisation on media content, audience reach and media consumption in India.
16. Explore the impact of media literacy campaigns in combating fake news and promoting informed citizenship.

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