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MNM-013

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA/M. A.
(JOURNALISM AND DIGITAL
MEDIA) (PGDIDM/MAJDM)
Term-End Examination
June, 2025**

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

Time : 2 Hours

Maximum Marks : 50

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

Part—A

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

1. What is the distinction among a public, a crowd, a group, a mass and an audience in the context of media studies ?

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2. What role does citizen journalism play in the realm of alternative media ?
3. What are the main categories of media in the context of development communication ?
4. Define media policy and briefly explain its significance.
5. Explain the role of environmental journalism in promoting environmental awareness.
6. Discuss the alternative approaches to development.
7. Explain the concept of self-regulation in the media industry and provide an example of its application.
8. Briefly describe the historical evolution of education in India.

Part—B

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

1. Discuss the role of projects, organizations and women communicators in addressing gender-related issues in the media.

2. Explore the initiatives in higher education using Information and Communication Technology (ICT). Cite relevant examples from Indian context.
3. Analyze the relationship between media and the political system. How can corporate control of media influence political discourse and what are the implications for democracy ?
4. Explore the concept of participatory communication and its link to participatory democracy and policy formulation.
5. Compare and contrast the Bullet Theory, Individual Difference Theory and Social Category Theory in the study of media audiences.

Part—C

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

1. Discuss the importance of Media and Information Literacy (MIL) in the digital age. Discuss the need for MIL, its functions, and its role in helping individuals critically evaluate the credibility of information. Give relevant examples.

2. Explore the evolution of the Internet and its transformative impact on society. Discuss the role of the Internet in democratizing information, fostering global connectivity, and also address the challenges and ethical concerns associated with the dark side of the virtual world.
3. Explore the history of the term 'audience' in the context of media studies. Trace its evolution from early conceptualizations to contemporary understandings. Discuss how changes in media technologies and societal shifts have influenced the way audiences are perceived and studied.

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