

No. of Printed Pages : 3

MNM-013

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)**

Term-End Examination

June, 2026

**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 : *Write short notes on any **five** of the following in about **100** words each.*

5×2=10

1. Alternative Media
2. Bullet Theory

3. SITE
4. Participatory Communication
5. Swayam Prabha
6. Kyoto Practical
7. Gyan Vani
8. Citizen Journalism

Part—B

***Note :** Attempt any **four** of the following questions in about **250** words each.*

4×5=20

9. Discuss in brief any *five* initiatives taken by the Indian government to integrate ICT in education.
10. What is community media ? Discuss the important features of community media.
11. Write a note on 'Universal Declaration of Human Rights'.
12. What role does media play in environmental conservation ? Explain with examples.
13. Discuss the role of media in shaping public opinion.

Part—C

Note : Attempt any **two** of the following questions in about **500** words each.

2×10=20

14. What is audience ? Discuss the different approaches to media audience research.
15. Define 'Development'. Discuss the alternative approaches to development.
16. How do you see the portrayal and representation of women in Indian media ? Explain with relevant examples.

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