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MNM-035

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

Term-End Examination

June, 2026

**MNM-035 : MEDIA AND INFORMATION
LITERACY**

Time : 2 Hours

Maximum Marks : 50

Note : *Answer the questions as per the
instructions given in each Section.*

Section—A

Note : *Answer any **five** questions in about
50 words each.*

5×2=10

1. What is the difference between media literacy and information literacy ? 2
2. Define the concept of Civic media literacy ? 2
3. State *two* ways in which MIL (Media and Information Literacy) promotes civic participation. 2

4. Explain the challenges in interacting with digital media providers. 2
5. How can MIL be used in a classroom setting for effective teaching ? 2
6. Discuss the characteristics of media audiences. 2
7. Define the term 'Conflict of Interest' in news production. 2

Section—B

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

8. Explain pedagogical methods used in Media and Information literacy. 5
9. Define the significance of networked knowledge in the digital age. 5
10. Discuss a few new media challenges and how they are addressed using Code of Ethics. 5
11. Analyze how ethics ensure social accountability in journalism. 5
12. What are significant concerns related to representation on television in India ? 5

13. Explain the key features of Piaget's Cognitive Development theory. 5
14. Explain the four pillars of MIL with suitable examples. 5

Section—C

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

15. What is Cybercrime ? Discuss the provisions of the UN Convention on Cybercrime. 10
16. Explain the news development process with suitable examples from contemporary media. 10
17. Explain how alternative media outlets have leveraged new technologies to provide independent and diverse perspectives. 10

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