

No. of Printed Pages : 4

MNM-036

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

Term-End Examination

June, 2026

MNM-036 : DIGITAL MEDIA LITERACY

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt questions from all Sections as
per given instructions.*

Section—A

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

5×2=10

1. How does Marshall MacLuhan's idea of "the medium is the message" apply to social media platforms today ? 2
2. Describe key differences between traditional print media and digital news portals. 2

3. What are positive ways in which virtual worlds influence youth identity formation ? 2
4. Explain briefly how cyber bullying is different from traditional bullying. 2
5. Define information literacy and state *one* of its main components. 2
6. Explain how digital media has increased citizen participation in politics. 2
7. How does advertising literacy help audiences critically interpret commercial messages ? 2

Section—B

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

8. Explain with examples how reading media and information texts helps in developing critical thinking skills. 5
9. How does the media shape human perception and cultural practices ? 5

10. Discuss the impact of online gaming and virtual worlds on youth socialization and identity formation. 5
11. Evaluate the difficulties governments face in regulating hate speech and misinformation in the virtual world. 5
12. Explain with an example how “advertising literacy” helps consumers resist persuasive techniques in online shopping platforms. 5
13. Analyze how genre blending in modern cinema (e. g., horror-comedy or docudrama) challenges traditional story telling norms. 5
14. Explain the steps involved in information processing with suitable examples. 5

Section—C

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

15. Critically examine the implications of the shift from traditional gate keeping in newsrooms to algorithm-driven curation on social media. How does this change affect credibility and democracy ? 10

16. Critically evaluate the role of information literacy in the era of AI-generated content. Can information literacy alone counter deep fakes, or do we need structural interventions ? 10
17. During a health crisis, misinformation spreads widely on an instant messaging app, but grass roots community media counters it with local fact-checking campaigns. Examine the challenges of misinformation in the virtual world and evaluate the effectiveness of alternative media as a solution. 10

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