

PG Odd Semester Examination, 2022

JOURNALISM & MASS COMMUNICATION

(1st Semester)

Course No.: JMCC-504

(Media Literacy)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

*The figures in the margin indicate full marks for the questions.
Attempt 5 questions taking one from each unit.*

UNIT-I

1. (a) What is media literacy? 5
- (b) Outline the key concept of media literacy given by the Association for Media Literacy (AML). 9

Or

2. (a) What are the 5 key questions and core concepts given by CML that one needs to consider when consuming or producing media content? 9
- (b) Why are these concepts important? 5

UNIT-II

3. (a) What are the effective strategies one should follow to build their capacity towards media and information literacy? 7
- (b) What are the core components of media and information literacy? 7

Or

Turn Over

4. (a) What do you understand by the term infodemic?
How can one flatten the infodemic curve?
3+7=10

(b) Cite some examples from the Covid 19 social
media infodemic. 4

UNIT-III

5. (a) Define and discuss the concepts of 'echo
chamber' and 'filter bubbles'. 9

(b) Explain how the creation of echo chamber and
filter bubbles enable the quick and pervasive
spread of polarisation and politicisation of
issues on digital media platforms. 5

Or

6. (a) "Media literacy and media education should
begin at a very early age."— Explain the
statement with justification. 7

(b) Discuss the potential risk of social media to
young children and adolescents and ways to
combat that risk. 7

UNIT-IV

7. (a) Distinguish between misinformation and
disinformation. 5

(b) Outline some of the guidelines given by the
UNESCO to journalists to avoid the spread of
fake news, disinformation and propaganda. 9

Or

8. (a) What do you mean by fake news? 4

(b) Discuss how fake news spread on WhatsApp
has become a major problem in India. What

are the measures taken by WhatsApp to combat
this menace? 9

UNIT-V

9. Write short notes on any four : 3.5x4=14

(a) Visual literacy

(b) Clickbait

(c) Online privacy

(d) Paid news

(e) Propaganda model

(f) Critical skills for 21st century

(g) Online trolling

(h) Internet bots.
