

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

Term-End Examination

December, 2022

**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

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

5×2=10

1. Homogeneous Audience
2. Media and Information Literacy
3. Individual Difference Theory
4. Participatory Approach to Development
5. Quality Education (SDG 4)
6. Priming concept of Agenda-setting Theory
7. CGNet Swara
8. SBCC Strategy

PART B

Answer any **four** of the following questions in about 250 words each :

4×5=20

9. Enumerate the differences between Base rate vs. Exemplar.
10. Explain the differences between Synchronous and Asynchronous learning. Cite relevant examples.
11. Describe the two theories proposed as a response and critique of the dominant paradigm of development.
12. Which are the critical concepts of alternative media ? Give Indian examples.
13. Why is national media policy essential in the Indian context ? Explain with relevant examples.

PART C

Answer any **two** of the following questions in about 500 words each :

2×10=20

14. According to Rowntree, communication modes and media are essential for the effective transfer of learning as they enable the student to use different senses to comprehend concepts. Substantiate this statement with relevant examples.

15. Compare and contrast the unique characteristics of independent news websites and social media. Within this context, explain the future of ICT-based alternative media outlets and their consequences on society.

16. Describe the barriers for marginalised sections of the society in joining the mainstream. How can ICT help in this ? Explain with examples.
