POST GRADUATE DIPLOMA IN DIGITAL MEDIA (PGDIDM)

Term-End Examination

June, 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. Penny Press

2. Heterogeneous Audience

3. Reception Analysis

4. 'Egg of Sustainability' Model

5. Good Health and Well-being – SDG 3

6. Magna Carta

7. Framing Concept of Agenda-Setting Theory

8. SITE

PART B

*Answer any **four** of the following questions in about 250 words each :* 4×5=20

9. "Mass media are a powerful force, not only in establishing public opinion, but in reducing the number of divergent opinions in society." Substantiate this statement, with the related theoretical framework.

10. Television is a message multiplier. Explain this in the context of health communication.

11. Explain Herman and Chomsky's five filters of the propaganda model.

12. Enumerate the communication strategies used in the dominant paradigm of development.

13. What are the significant differences between Web 1·0 and Web 2·0 from the audience's point of view ? Give suitable examples.

PART C

*Answer any **two** of the following questions in about 500 words each :*   *2×10=20*

14. "Fair gender portrayal does not only benefit the present society, but also the future of the society." Substantiate this statement with relevant Indian examples.

15. Explain the concepts and procesess of media and information literacy. Enumerate the potential benefits of media literacy for a democratic country like India.

16. What is Media Pluralism ? Identify the factors that directly and indirectly infringe the pluralistic nature of media environments. Cite suitable examples.

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