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MNM-013

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

Term-End Examination

June, 2023

**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

Note :** Write short notes on any **five** (100 words each). **2×5=10

1. Social category theory
2. Cultivation Analysis
3. Gender equality (SDG5)
4. Enter-educate Communication
5. Global media monitoring project
6. Media representation
7. Khabar Lahriya
8. Stereotyping

P. T. O.

Part–B

Note : Answer any **four** questions (250 words each).

5×4=20

9. 'Media messages are constructed.' What does it mean ? Cite relevant examples.
10. What are the barriers to ICT-based health communication systems in the Indian context ? Give suitable examples.
11. What features do denote the representation of women in the Indian media ?
12. What are the functions of symbolic actions of environmental communication ? Cite relevant examples.
13. Describe the 'Rights Based Approach' within the context of sustainable development goals.

Part–C

Note : Answer any **two** questions (500 words each).

5×4=20

14. Digital inequality and lack of digital skills are significant impediments to experimenting with the new India in the Indian context. Chronicle some of the Indian experiments that use ICT in innovative ways to demystify the technology for social development.

[3]

15. The relationship between audience and communicator varies from medium to medium. What type of audience is called prosumer ? Give a detailed account of prosumers.

16. Enumerate the significance and role of media policies in a country. What are the obstacles to implementing media policies effectively ? Give suitable examples.