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MNM-013

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

Term-End Examination

December, 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). **5×2=10

1. Evolution of the Internet
2. Characteristics of Audience
3. Alternative Media
4. Information Literacy
5. Unregulated Media Policy
6. Participatory Approach
7. Traditional Media
8. Participatory Communication

P. T. O.

Part—B

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

4×5=20

9. Role of media in health communication. Give suitable examples.
10. Enumerate the communication initiatives in education and development in Indian context.
11. Explain the usage of media and technology for environmental communication.
12. Discuss the representation of gender in mainstream and alternative media. Cite relevant examples.
13. Define media literacy. Explain the role of media literacy in human development contexts.

Part—C

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

2×10=20

14. Discuss the role of media in environment conservation movements in India. Give relevant examples.
15. Describe the conceptual and theoretical framework of human rights. Explain the role of media in safeguarding human rights. Cite suitable examples.
16. What is difference between regulation and self-regulation of media ? Discuss it from the Indian perspectives with examples.