No. of Printed Pages: 3

# POST GRADUATE DIPLOMA IN DIGITAL MEDIA (PGDIDM) Term-End Examination

June, 2024

## MNM-013 : MEDIA, INFORMATION AND EMPOWERMENT

Time: 2 Hours Maximum Marks: 50

Note: There are three parts in the question paper.

Distribution of marks is indicated in the respective parts.

### Part—A

**Note:** Write short notes on any **five** of the following in about **100** words each:  $5 \times 2 = 10$ 

- 1. Emergence of Social Networking Sites
- 2. Types of Audiences
- 3. Cultivation Analysis

[2] MNM-013

- 4. Regulated Media Policy
- 5. Rights Based Approach
- 6. Models of E-Governance
- 7. Approaches to Development
- 8. Community Media

#### Part—B

**Note**: Answer any **four** of the following questions on about **250** words each:  $4 \times 5 = 20$ 

- 9. Strategies for Public Health Communication.
  Give relevant examples.
- 10. Explain the relationship between Media and Society.
- 11. Explain the relationship between Gender and Media with suitable examples.
- 12. Enumerate the functions of mass media towards environment. Cite relevant examples.
- 13. Discuss the role of participatory media to achieve human rights. Cite relevant examples.

#### Part—C

- **Note**: Answer any **two** of the following questions in about **500** words each:  $2 \times 10 = 20$
- 14. Enumerate any *four* alternative approaches to development. Give relevant examples.
- 15. What is Alternative Media? Discuss different forms of Alternative Media.
- 16. Describe the Core concepts of Media and Information Literacy (MIL). Enumerate the benefits of MIL for an individual.