BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – B.Sc.(MSJ)-Hons-2022
Course Name – Media Literacy
Course Code - BMSJD501A
(Semester V)

Time : 2:30 Hours

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)

1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Which of the following is a part of Media Literacy?

a) One-way

b) Critically analyzing media content by considering its particular presentation, its underlying political or social messages

c) Assessing media ownership and regulation issues that may affect what media is presented in what form

d) Aspects of technology

(ii) Which of the following is the best definition of media literacy?

a) The ability to create media content

b) The ability to memorize media content

c) The ability to access, analyze, evaluate, and create media

d) he ability to avoid media exposure

(iii) What is the primary purpose of most commercial media?

a) To inform

b) To educate

c) To entertain

d) To make a profit

(iv) Which term refers to the ownership of multiple media outlets by a single company?

a) Media convergence

b) Media monopoly

c) Media diversity

d) Media consolidation

(v) How can media literacy help combat disinformation?

a) By spreading rumors and gossip

b) By teaching individuals to create more media content

c) By enabling people to identify and reject false or misleading information

d) By promoting the most popular media outlets

(vi) What is the primary goal of advertising in media?

188 / 34

a) To educate the audience

b) To inform the public about important issues

c) To persuade the audience to buy products or services

d) To entertain the audience

(vii) Which of the following best describes "media codes"?

a) Laws governing media content

b) Symbols and techniques used to communicate a message

c) The ethics of media production

d) Passwords used to access media content

(viii) What is the role of ethics in media literacy?

a) To create more engaging media content

b) To guide responsible creation, distribution, and consumption of media

c) To increase media profits

d) To reduce the number of media outlets

(ix) Which of the following is a characteristic of digital media?

a) It is only available in print

b) It allows for interactive engagement with the audience

c) It is always free of charge

d) It does not require internet access

(x) Why is it important to cross-check information from multiple media sources?

a) To confuse the audience

b) To verify the accuracy and reliability of the information

c) To increase media consumption

d) To promote a single viewpoint

(xi) What does "agenda-setting" in media refer to?

a) The ability of media to focus attention on particular issues and shape public discourse

b) The process of creating media content

c) The scheduling of TV programs

d) The editing of news articles

(xii) How can media literacy help in understanding economic issues?

a) By promoting economic policies

b) By teaching individuals to critically evaluate media coverage of economic topics

c) By avoiding discussions on the economy

d) By focusing on entertainment content

(xiii) What is "agenda-setting" in the context of media?

a) The creation of media schedules

b) The ability of media to influence what topics are considered important by the public

c) The editing of news content

d) The marketing of media products

(xiv) How does fake news differ from traditional news?

a) It is more entertaining

b) It is deliberately fabricated to mislead or deceive

c) It is always written by amateur journalists

d) It is less sensational

(xv) What does "cyber harassment" involve?

a) Online abuse targeting individuals

b) Encouraging online dialogue

c) Hacking websites for entertainment

d) Protecting users from scams

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Categorize different types of misinformation commonly found on social media.   (3)
3. Classify social platforms by their approach to combating disinformation.   (3)
4. What inference can be drawn from the correlation between fake news and online advertising revenue?   (3)
5. Examine the effectiveness of community-based fact-checking systems on social media.   (3)
6. Examine how political disinformation is used to influence elections.   (3)

OR

Inspect the relationship between digital platforms and the news industry regarding misinformation. (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Distinguish between cybercrime and cyber harassment, and their relationship to media misuse. (5)

8. Divide the stages of a fact-checking process and explain each stage. (5)

9. Analyze the motive behind misleading advertisements and paid news. (5)

10. Agree or disagree: Social media verification is the most effective tool in combating misinformation. Justify your answer. (5)

11. Analyze the impact of algorithm-driven content curation on public discourse. (5)

12. Compare the effectiveness of traditional media versus social media in disseminating news. (5)

OR

Examine the challenges social media platforms face in moderating harmful content. (5)

****