



BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – B.Sc.(MSJ)-Hons-2023
Course Name – Media Literacy
Course Code - BMJ40111
(Semester IV)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[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) The primary purpose of commercial media is:
- a) To inform
 - b) To educate
 - c) To entertain
 - d) To make a profit
- (ii) The term referring to the ownership of multiple media outlets by a single company is ____.
- a) Media convergence
 - b) Media monopoly
 - c) Media diversity
 - d) Media consolidation
- (iii) "Echo Chamber" in Media Literacy refers to ____.
- a) A studio for recording sound
 - b) A situation where only similar views are shared
 - c) A large public forum for discussions
 - d) A type of audio equipment
- (iv) Fake News can be defined as ____.
- a) News that is based on opinions
 - b) Deliberately false information presented as news
 - c) News that is outdated
 - d) All of these
- (v) Media Bias refers to ____.
- a) Providing accurate data
 - b) Presenting both sides of a story
 - c) Using emotional language to influence opinions
 - d) Reporting on a wide range of topics
- (vi) "Media pluralism" refers to ____.
- a) The concentration of media ownership
 - b) The existence of a wide range of media outlets and perspectives
 - c) The use of multiple languages in media
 - d) The dominance of one media company
- (vii) Media Framing refers to ____.
- a) Creating a physical frame for a media piece
 - b) The way media presents and structures a story

- c) The technical aspects of media production d) The legal framework governing media
- (viii) The role of algorithms playing in media consumption indicates:
- a) They create media content b) They personalize content based on user behavior
- c) They fact-check news articles d) They regulate media ownership
- (ix) How does Media Literacy helps in recognizing propaganda by ____.
- a) By teaching how to create effective propaganda b) By enabling individuals to identify biased or misleading information
- c) By promoting specific political ideologies d) By ignoring all media content
- (x) The primary goal of advertising in media is ____.
- 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
- (xi) The role of ethics in media literacy is ____.
- 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
- (xii) The role of media in a democracy is ____.
- a) To control public opinion b) To provide citizens with the information they need to make informed decisions
- c) To promote the views of the government d) To entertain the population
- (xiii) Media literacy empower individuals by ____.
- a) By making them passive consumers of media content b) By giving them the tools to critically analyze media and make informed choices
- c) By reducing their access to information d) By promoting the most popular media outlets
- (xiv) The best term that describes "media literacy" is?
- a) The ability to consume large amounts of media b) The ability to understand and critically evaluate media content
- c) The ability to avoid all forms of media d) The ability to create digital content
- (xv) The primary goal of media literacy education is?
- a) To entertain students b) To increase media consumption
- c) To empower individuals to critically engage with media d) To promote specific political ideologies

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Elaborately define the various strategies used to spread misinformation. (3)
3. Categorize different types of misinformation commonly found on social media. (3)
4. Discover the key reasons why misinformation spreads more quickly than factual news. (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. Conclude how ideologies influence the creation of disinformation campaigns. (5)
8. Defend the role of fact-checking in protecting democratic societies from misinformation (5)
9. Discuss how media literacy can empower individuals to identify biased news sources. (5)

10. Examine the challenges social media platforms face in moderating harmful content. (5)
 11. Describe the ways media platforms contribute to both the spread and control of misinformation (5)
 12. Analyse the process of verifying social media sources through a step-by-step approach. (5)
- OR**
- Identify the theme of media literacy and its relation to combat cybercrime. (5)

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