BRAINWARE UNIVERSITY

Term End Examination 2022
Programme – B.Sc.(MSJ)-Hons-2020
Course Name – Media Literacy
Course Code - BMSJD502A
(Semester V)

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) How can we create a healthy digital space?

   a) Understanding the concepts of media literacy
   b) Applying the concepts of media literacy
   c) Debunking misinformation and disinformation
   d) All the above

   (ii) What do you mean by public sphere?

   a) An area in social life where individuals can come together to freely discuss and identify societal problems, and through that discussion influence political action
   b) An area in public space
   c) Public library
   d) None of them

   (iii) "Information is thus something that can be produced, sold, delivered, and used. Identify the author of the proposition on Information as a commodity"- identify the orator.

   a) Daniel Bell
   b) Rupert Murdoch
   c) Michael Zetkins
   d) Michael Buckland

   (iv) Match the following: i) India Misinformed: The True Story a) A. Sidharth, Pratik Sinha, and S. Shaikh ii) The Gutenberg Galaxy b) Nicholas Negroponte iii) Being Digital c) Marshall McLuhan

   a) i)- a), ii)-b), iii)-c
   b) i)- a), ii)-c), iii)-b
   c) i)- b), ii)-a), iii)-c
   d) i)- c), ii)-a), iii)-b

   (v) Cite the online communication tool.

   a) Video Conference
   b) Webinar
   c) Podcast
   d) All of the above

   (vi) The first generation of Web 1.0 can be converted to the idea of-

   a) Communicative Web
   b) Social Web
   c) Informational Web
   d) Sound Web

   (vii) Choose the digital file but only audible.

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a) Webcast
b) Podcast
c) Series
d) None of the above

(viii) Statement 1: Content-based image retrieval (CBIR) is a framework based on the visual analysis of content. Statement 2: The main idea of CBIR is to analyze image information by low level features of an image, which include color, texture, shape and spatial relationship of objects

a) Both Statement 1 & 2 are correct
b) Statement 1 is correct & Statement 2 is incorrect
c) Statement 1 is incorrect & Statement 2 is correct
d) Both Statement 1 & 2 are incorrect

(ix) Which of the following is NOT a characteristic associated with a post-industrialized society?- Label the correct one.

a) Blue-collar, manual labor jobs (e.g. assembly line and welders) are replaced with professional (e.g. doctor) and technical (i.e. computer analyst) jobs.
b) A critical need for the university to create graduates who can develop and control the next wave of technological advances.
c) Increased focus on the implications of new technologies, when and how they should be used, and when and how to control them.
d) Transition from service economy to manufacturing economy

(x) Explain the term GPS.

a) GLobal Positioning System
b) Global Positioning Status
c) Global Posting Signal
d) Global Point Solution

(xi) Web Archives are- estimate the nearest term.

a) Templates
b) Reels
c) Posts
d) Digital Library

(xii) Post-truth refers to_____.

a) Denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief
b) Something beyond the truth
c) Representation of facts
d) None of the above

(xiii) Correlate New Media technology with the following terms.

a) Offline Technology
b) Digital Media Technology
c) Sectional Media Technology
d) All of the above

(xiv) Which of the following is not part of 'Media Literacy'?- Argue.

a) One-way communication
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) Social aspects of technology

(xv) S1: Baudrillard theorizes that consumption is depended on time, space and mood of the consumer. S2: Baudrillard's theory is most comprehensive in case of a post-industrial society.

a) Both S1 and S2 are true
b) Both S1 and S2 are False
c) S1 is true but S2 is False
d) S2 is True but S1 is False

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

2. Apply your experience on the Caste-based discrimination in the social media platform. Give an example.   (3)

3. What is difference between misinformation and disinformation? Cite examples.   (3)

4. What are click baits? Why are click baits used in social media?   (3)

OR

Plan for dealing with too much information in social media. (3)
5. Facilitate our role as social media users. (3)

OR

Discuss the statement- the medium is the message. (3)
6. Do you think Information is a commodity? Briefly explain. (3)

OR

What is the importance of fact checking? (3)

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

7. Analyze in detail the steps to deal with information disorder. (5)
8. Write a brief review on the film you have seen related to Social Networking. (5)
9. How can we combat disinformation and misinformation through media and information (5)
   literacy?

OR

You have come across a MeToo post about your best friend. You have to take a stand. (5)
Justify what you choose.

10. Discuss the seven forms of information disorder. (5)

OR

Describe the role of information as a raw material in the Post-industrial economy. (5)
11. Rene Hobbs uses five communication competencies as fundamental literacy practices. (5)
    What are these and why are they important?

OR

Administer the Social nature of social media. (5)
12. How does a media literate individual handles news stories that are exaggerated, (5)
    misleading, false and biased?

OR

Find contrast between media literacy and information elitism. (5)

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