



BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Sc.(MSJ)-Hons-2024
Course Name – Media Literacy
Course Code - BMJ40107
(Semester IV)

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) Identify the primary focus of media literacy.

a) Media ownership

b) Critical understanding of media

c) Content monetization

d) Media regulation

(ii) Recognize a key component of media literacy.

a) Media criticism

b) Access and evaluation

c) News reporting

d) Media economics

(iii) Recall the term used for understanding media messages.

a) Media access

b) Media literacy

c) Media framing

d) Media production

(iv) Identify media literacy as a response to.

a) Media freedom

b) Media influence

c) Media ownership

d) Media decline

(v) Recognize the role of verification in news writing.

a) Speed enhancement

b) Fact checking

c) Layout design

d) Market reach

(vi) Distinguish facts from opinions in print content.

a) Based on font

b) Based on verifiability

c) Based on length

d) Based on colour

(vii) Identify the role of fairness in journalism.

a) Supporting one side

b) Presenting multiple viewpoints

c) Avoiding sources

d) Speeding publication

(viii) Describe the term "news gathering".

a) Printing activity

b) Collecting information

c) Editing layout

d) Distribution process

- (ix) Explain the concept of balance in page layout.
- | | |
|-----------------|-------------------|
| a) Equal text | b) Visual harmony |
| c) Story length | d) Font size |
- (x) Identify the purpose of captions in photographs.
- | | |
|----------------|-------------------------|
| a) Decoration | b) Explaining the image |
| c) Advertising | d) Filling space |
- (xi) Distinguish feature writing from news writing.
- | | |
|-----------------|--------------------|
| a) Length-based | b) Style and depth |
| c) Page-based | d) Source-based |
- (xii) Recognize the role of ethics in print journalism.
- | | |
|-----------|----------------|
| a) Speed | b) Credibility |
| c) Layout | d) Profit |
- (xiii) Relate SEO practices to digital visibility by identifying.
- | | |
|----------------------|-------------------------------|
| a) Store location | b) Search ranking improvement |
| c) Print circulation | d) Sales force size |
- (xiv) Show effective use of hashtags in social media marketing by.
- | | |
|-------------------------|----------------------|
| a) Random tagging | b) Ignoring trends |
| c) Categorizing content | d) Overloading posts |
- (xv) Sketch a digital marketing funnel by arranging.
- | | |
|----------------------------------|--------------------------|
| a) Production–distribution–sales | b) Input–output–feedback |
| c) Awareness–interest–action | d) Supply–demand–price |

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify any three key concepts associated with Media Literacy. (3)
3. Describe the unique characteristics of print, broadcast, and digital media platforms. (3)
4. Illustrate the role of fact-checking tools in verifying online information. (3)
5. Predict the impact of increased media literacy on democratic participation. (3)
6. Differentiate between positive and negative media representation of identity. (3)

OR

Examine the role of media in shaping gender and racial identities. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. List the major components of media literacy models. (5)
8. Discuss the role of advertising literacy in understanding persuasive media messages. (5)
9. Differentiate between positive and negative media representations of identity with suitable examples. (5)
10. Evaluate the ethical responsibilities of media professionals in preventing misinformation. (5)
11. Apply media literacy skills to evaluate political content shared on social media platforms. (5)
12. Examine the influence of media on society with reference to information dissemination and public opinion. (5)

OR

Illustrate the foundations of media literacy by analyzing key concepts and media literacy models. (5)
