

B.B.A. (NEP) Semester-II
MLCT-I - Media Literacy and Critical Thinking

P. Pages : 1

Time : Two Hours



GUG/S/25/16538

Max. Marks : 40

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- Notes : 1. Attempt **any five** question.
2. All questions carry equal marks.

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| 1. | Define Media Literacy. What are its functions? | 8 |
| 2. | Discuss the role of Media Literacy in understanding Democracy and Freedom of Expression. | 8 |
| 3. | Write in detail about the types of media literacy? | 8 |
| 4. | What do you mean by "Mediation is The Message? Explain how mediation affects the message? | 8 |
| 5. | What are the strategies to interpret media texts representation? | 8 |
| 6. | What are the key elements involved in the process of Construction of Images and Concepts. | 8 |
| 7. | Explain the concept of Editorial Independency. | 8 |
| 8. | Mention the core Principles of Media Ethics and throw some light on Ethical dilemmas in Media. | 8 |
| 9. | What is Media Convergence? What are its positive and negative effects on us? | 8 |
| 10. | Write short notes (Any Two): | 8 |
| | a) Key components of Media Literacy. | |
| | b) Information Sources. | |
| | c) Lack of Representation in media and information texts. | |
| | d) User Generated Content. | |
