

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS-BAJMC

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Media Literacy
Course Code: 25JMC201T

Max. Marks: 50
Time: 2.30 Hours

Instructions: Please do not write anything else on question paper other than your roll number.

Q1.	Attempt any 2 short notes: a. State two principles of media literacy. b. What are media codes? c. What is fake news?	(10 Marks)	CO3
Q2.	Solve any 1 Broad Question: a. Analyze the role of media in shaping society, culture, and everyday life with examples. b. Describe the key concepts in media literacy and explain their relevance for modern audiences.	(10 Marks)	CO4
Q3.	Solve any 1 Broad Question: a. Design a media literacy awareness campaign for students or society. b. Develop an informative or persuasive media message for a public-awareness topic.	(10 Marks)	CO5
Q4.	Solve any 1 Broad Question: a. Explain the collaborative process involved in creating a media campaign or awareness drive. b. Discuss ethical considerations in creating and sharing content on social media.	(10 Marks)	CO6
Q5.	Solve any 1 Broad Question: a. Explain the basics of content creation for writing, audio, and visual media. b. Evaluate how media literacy empowers individuals to interpret media messages critically.	(10 Marks)	CO3
