

JAMIA IAMDARD
Department of Computer Science & Engineering
School of Engineering Sciences & Technology
New Delhi-110062
Examination: Odd Semester Examination 2024-25

Paper Name: Media and Information Literacy Communication, Paper Code: BCA/BSc 105
Time: 2.5 Hours **Maximum Marks: 60**

Follow proper numbering for answering the questions.

Section- A

(Attempt all questions | 20 x 1 = 20)

Q.No	Question	Marks	CO	BL
1	What is the primary goal of media education? (a) To promote entertainment through media (b) To develop critical thinking and media literacy (c) To replace traditional education methods (d) To discourage the use of digital media	1	CO1	2
2	What does digital culture primarily refer to? (a) The use of traditional media for cultural practices (b) The relationship between people and their use of digital technology (c) The exclusive use of digital tools for work purposes (d) A static set of rules governing internet behavior.	1	CO4	2
3	What is the primary focus of the Demystification Model in media education? (a) Protecting the audience from harmful media content (b) Empowering the audience to decode ideological messages in the media (c) Training students in media production techniques (d) Encouraging the audience to avoid consuming media altogether	1	CO1	3
4	Why is information literacy often considered an unquestionable good in modern society? (a) No critical thinking (b) Enhances skills (c) Memorizes data (d) Prepares for fixed roles	1	CO2	2
5	Which term refers to the integration of computing technology into everyday life, where devices are interconnected and continuously available? (a) Cloud Computing (b) Artificial Intelligence (c) Ubiquitous Computing (d) Quantum Computing	1	CO3	2
6	Which concept emphasizes the need for skills to engage with new forms of media involving multiple modes like visual, audio, and haptic interaction? (a) Traditional Literacy (b) Multimodal Literacy (c) Digital Fluency (d) Media Ethics	1	CO2	2
7	Which concept explains how computing technology has become closer to individuals in both physical and social aspects, shaping their personal and social experiences? (a) Massification of Technology (b) Closeness of Computing Technology (c) Decentralisation of Technology (d) Technological Obsolescence	1	CO3	2
8	Which of the following is NOT one of the seven pillars of information literacy as defined by the SCONUL Model? (a) Identify (b) Scope (c) Analyze (d) Gather	1	CO2	2
9	What distinguishes augmented reality (AR) from virtual reality (VR)? (a) AR supplements the real world; VR immerses in a virtual environment. (b) AR fully immerses users; VR adds information to the real world. (c) AR creates virtual worlds; VR integrates with the real world. (d) AR and VR present the real world without mediation.	1	CO3	4
10	What key skill does media literacy develop to help individuals in the age of fake news and biased reporting? (a) Creating persuasive media content (b) Identifying bias, stereotypes, and misinformation (c) Promoting entertainment through media (d) Avoiding the use of all media platforms	1	CO1	2
11	What does "transmedia" primarily refer to?	1	CO4	2

	(a) Exclusive use of print media for storytelling (b) Interaction and content transfer between various forms of media (c) Limiting media content to one platform only (d) The process of converting analog media into digital formats			
12	What is the correct order of digital divides based on their focus areas? (a) Skills → Access → Participation and Outcomes (b) Access → Skills → Participation and Outcomes (c) Participation and Outcomes → Skills → Access (d) Access → Participation and Outcomes → Skills	1	CO5	1
13	Which statement best describes cultural convergence? (a) The isolation of cultures from one another to preserve originality (b) The blending and sharing of cultural elements across various media platforms and through cultural interactions (c) The restriction of cultural elements to a single medium for consistency (d) The decline of storytelling and character development in modern media	1	CO4	2
14	Which of the following is NOT a demographic factor contributing to the digital divide? (a) Age (b) Educational level (c) Marital status (d) Occupation	1	CO5	4
15	What are the three Cs of Media Convergence?	1	CO4	1
16	Does the Internet fall under the category of broadcast media? (True/False)	1	CO5	1
17	Platforms like Facebook, Twitter, Instagram, Snapchat, and TikTok are built on persuasive technology. (True/False?)	1	CO4	2
18	UNESCO unveiled the "Media and Information Literacy Curriculum for Teachers" in 2011. (True/False?)	1	CO2	1
19	Microsoft's HoloLens and Google Glass are examples of Virtual Reality. (True/False?)	1	CO3	2
20	The Protectionist Model aims to shield students from the potential negative effects of media. (True/False)	1	CO1	2

Section-B

(Attempt any four questions | 4 x 5 = 20)

Q. No.	Question	Marks	CO	BL
1	What is digital content? Briefly explain its various forms with examples.	5	CO4	2
2	What are the key differences between media literacy and information literacy?	5	CO2	4
3	Define media and explain any four of its types with examples.	5	CO1	2
4	How does media convergence change the way we access media?	5	CO4	4
5	Differentiate between augmented and virtual reality.	5	CO3	4
6	Discuss about the fellow travelers of Information Literacy.	5	CO2	5

Section-C

(Attempt any two questions | 2 x 10 = 20)

Q. No.	Question	Marks	CO	BL
1	Explain the concept of 'Closeness of Computing Technology.' Discuss how the increasing integration of computing technologies into daily life has impacted society, providing specific examples of how this closeness has transformed the way we live and work.	10	CO3	5
2	What is media education? Explain the key differences between the Protectionist Model, the Demystification Model, and the Creative Participation Model.	10	CO1	4
3	What is the digital divide? Explain its types and discuss various strategies to bridge the gap effectively.	10	CO5	4
4	What is participatory culture? Explain its key characteristics and discuss how social media platforms contribute to participatory culture by allowing users to create, share, and connect through media texts.	5	CO4	5

BL – Bloom's Taxonomy Levels (1-Remembering, 2-Understanding, 3-Applying, 4-Analyzing, 5-Evaluating, 6-Creating)