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 **PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 09 / 01/2025 **Time:** 01:00 pm – 04:00 pm |

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| --- | --- | --- |
| **School:** School of Media Studies | **Program:** BA(JMC) | |
| **Course Code :** BAJ3036 | **Course Name :** Indigenous Media and Storytelling Practices | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | 12 | 8 | 40 | 40 | **-** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | Define Indigenous storytelling and its role in preserving cultural heritage. | 2 Marks | L1 | CO1 |
| **2** | What are the core values and philosophies that shape Indigenous storytelling? | 2 Marks | L1 | CO1 |
| **3** | Explain the significance of oral traditions in Indigenous cultures | 2 Marks | L2 | CO2 |
| **4** | Discuss how symbolism is used in Indigenous storytelling techniques. | 2 Marks | L1 | CO2 |
| **5** | List two examples of Indigenous-owned media outlets and their significance. | 2 Marks | L2 | CO2 |
| **6** | What ethical considerations are important when reporting on Indigenous communities? | 2 Marks | L1 | CO1 |
| **7** | Identify two challenges faced by Indigenous media practitioners in the digital era. | 2 Marks | L1 | CO2 |
| **8** | What is the role of elders in Indigenous storytelling practices? | 2 Marks | L2 | CO1 |
| **9** | How does contemporary Indigenous media contribute to social change? | 2 Marks | L2 | CO1 |
| **10** | Mention two key features of digital storytelling used by Indigenous communities. | 2 Marks | L1 | CO1 |

**Part B**

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| **Answer the Questions Total 80 Marks.** | | | | | | | |
| 11. |  | Analyze the historical portrayal of Indigenous peoples in mainstream media and discuss its lasting impact on societal perceptions. | 20 Marks | L3 | | | CO3 |
| **Or** | | | | | | | |
| 12. |  | Critically evaluate the socio-political contexts influencing Indigenous media practices and their role in global advocacy. | 20 Marks | L3 | | CO3 | |
|  |  |  |  |  | |  | |
| 13. |  | Compare and contrast traditional storytelling practices and contemporary Indigenous media. Discuss their respective contributions to cultural preservation. | 20 Marks | L4 | | CO4 | |
| **Or** | | | | | | | |
| 14. |  | Develop a detailed ethical framework for reporting on Indigenous issues, emphasizing trust-building and cultural sensitivity. | 20 Marks | L4 | CO4 | | |

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| 15. |  | Examine the impact of Indigenous digital storytelling platforms on identity formation and social justice movements. Provide examples to support your answer. | 20 Marks | L3 | CO3 |
| **Or** | | | | | |
| 16. |  | Discuss the significance of symbolism, metaphor, and performance in Indigenous storytelling. Illustrate with examples from specific cultures. | 20 Marks | L3 | CO3 |

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| 17. |  | Create a social media strategy aimed at promoting awareness about Indigenous cultural practices. Include platform selection, target audience, and messaging approaches. | 20 Marks | L4 | CO4 |
| **Or** | | | | | |
| 18. |  | Analyze a chosen Indigenous film or documentary for its representation of cultural narratives and evaluate its effectiveness in countering stereotypes. | 20 Marks | L4 | CO4 |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***