



# PRESIDENCY UNIVERSITY

BENGALURU

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## End - Term Examinations – MAY/ JUNE 2025

Date: 04-06-2025

Time: 01:00 pm – 04:00 pm

School: SOMS	Program: BAJ&MC	
Course Code: BAJ3043	Course Name: Media Literacy	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	26	26	24	24	

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	Name any two fact checking organizations in India.	2 Marks	L1	C04
2.	Describe Yellow Journalism.	2 Marks	L1	C01
3.	Name the founders of AltNews.	2 Marks	L1	C04
4.	Define hoaxes.	2 Marks	L1	C01
5.	Describe the bandwagon effect of social media.	2 Marks	L1	C02
6.	What is Critical Thinking?	2 Marks	L1	C03
7.	Explain parody as a form of fake news.	2 Marks	L2	C01
8.	Explain the meaning of media ecosystem.	2 Marks	L2	C02
9.	What does Information disorder consists of?	2 Marks	L1	C02
10.	Give an example of health misinformation.	2 Marks	L1	C03

## Part B

### Answer the Questions.

**Total Marks 80M**

<b>11.</b>	<b>a.</b>	Define the need for Media literacy in today's media landscape.	<b>5 Marks</b>	<b>L1</b>	<b>C01</b>
	<b>b.</b>	How is fact different from an opinion? Provide suitable examples.	<b>7 Marks</b>	<b>L1</b>	<b>C01</b>
	<b>c.</b>	What is news parody and news satire? Give suitable examples, highlighting the point of difference between the two.	<b>8 Marks</b>	<b>L1</b>	<b>C01</b>
<b>Or</b>					
<b>12.</b>	<b>a.</b>	How propaganda Model functions in general?	<b>5 Marks</b>	<b>L1</b>	<b>C01</b>
	<b>b.</b>	How does photo manipulation lead to spread of disinformation? Provide suitable examples.	<b>7 Marks</b>	<b>L1</b>	<b>C01</b>
	<b>c.</b>	What is the impact of fake news on society? Discuss with suitable examples.	<b>8 Marks</b>	<b>L1</b>	<b>C01</b>

<b>13.</b>	<b>a.</b>	Summarize the role of satire websites in spreading misinformation. Why can they be problematic?	<b>5 Marks</b>	<b>L2</b>	<b>C02</b>
	<b>b.</b>	Explain the concept of a filter bubble and how it contributes to the spread of misinformation. Include an example from social media platforms.	<b>7 Marks</b>	<b>L2</b>	<b>C02</b>
	<b>c.</b>	Interpret the role of imposter content in spreading disinformation. Discuss how it can be identified and provide an example from India.	<b>8 Marks</b>	<b>L2</b>	<b>C02</b>
<b>Or</b>					
<b>14.</b>	<b>a.</b>	Explain the difference between misinformation and disinformation. Provide example for each.	<b>5 Marks</b>	<b>L2</b>	<b>C02</b>
	<b>b.</b>	Explain the concept of a filter bubble and how it contributes to the spread of misinformation. Include an example from social media platforms.	<b>7 Marks</b>	<b>L2</b>	<b>C02</b>
	<b>c.</b>	Interpret the major types of misinformation present in India. Give suitable examples.	<b>8 Marks</b>	<b>L2</b>	<b>C02</b>

<b>15.</b>	<b>a.</b>	Applying the concept of Vaccine hesitancy explain how misinformation about COVID-19 vaccines could reduce vaccination rates in India.	<b>5 Marks</b>	<b>L3</b>	<b>C03</b>
	<b>b.</b>	Construct ways, how health misinformation mitigated in India.	<b>7 Marks</b>	<b>L3</b>	<b>C03</b>
	<b>c.</b>	Build a social media intervention to combat the rising communal riots in India. Take the recent Murshidabad riots as a case.	<b>8 Marks</b>	<b>L3</b>	<b>C03</b>
<b>Or</b>					
<b>16.</b>	<b>a.</b>	Make use of media literacy skills and analyze a prominent fake news in the international level.	<b>5 Marks</b>	<b>L3</b>	<b>C03</b>
	<b>b.</b>	Identify how political disinformation could lead to destruction of social harmony in India.	<b>7 Marks</b>	<b>L3</b>	<b>C03</b>
	<b>c.</b>	Develop a short campaign using the data verification tools and fact checking skills to debunk fake news in India.	<b>8 Marks</b>	<b>L3</b>	<b>C03</b>

<b>17.</b>	<b>a.</b>	Examine the role of metadata in debunking fake news.	<b>5 Marks</b>	<b>L4</b>	<b>CO4</b>
	<b>b.</b>	Inspect the effectiveness of IFCN in standardizing data verification to fight disinformation at global level.	<b>7 Marks</b>	<b>L4</b>	<b>CO4</b>
	<b>c.</b>	Analyze the differences and similarities between deepfakes and synthetic media in their creation, applications, and impact on misinformation.	<b>8 Marks</b>	<b>L4</b>	<b>CO4</b>
<b>Or</b>					
<b>18.</b>	<b>a.</b>	Examine how internet archiving helps in verification of data.	<b>5 Marks</b>	<b>L4</b>	<b>CO4</b>
	<b>b.</b>	Inspect the impact of AI-generated synthetic media on public trust in news.	<b>7 Marks</b>	<b>L4</b>	<b>CO4</b>
	<b>c.</b>	Examine how social media verification tools and human judgment play a role in debunking misinformation.	<b>8 Marks</b>	<b>L4</b>	<b>CO4</b>