



Even Semester End Term Examination, May / June 2026

Date: 21/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BAJ3043

Course Name: Media Literacy

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	40	45	25

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Explain the cognitive model of media literacy and its key components.	5	CO1	BT2
2	Define an echo chamber and its impact on public opinion with examples.	5	CO2	BT1
3	Define hate speech and its impact with suitable examples	5	CO3	BT1
4	Elaborate on how EXIF data helps in verifying digital images.	5	CO4	BT2
5	Explain speech synthesis and its role in modern communication.	5	CO2	BT2
6	Explain satire in the context of fake news. How can it be misunderstood by audiences?	5	CO1	BT1

Part B: Answer Any 5 Following Questions. 50 M

Qn.No	Questions	M	CO	BT
7	Evaluate the evolving challenges of misinformation in the age of AI-driven content creation.	10	CO4	BT5
8	Analyze the role of fake news in shaping elections, political campaigns, and public opinion in India.	10	CO3	BT4
9	Discuss the misinformation ecosystem in India and its impact on society.	10	CO2	BT2
10	Examine the concept of "news vs views" and its importance in media consumption.	10	CO1	BT4
11	Discuss the role of artificial intelligence and synthetic media in	10	CO4	BT2

	shaping the misinformation landscape.			
12	Examine the impact of hate speech-driven media manipulation on society and public discourse.	10	CO3	BT4

Part C: Answer Any 1 Following Questions. 20 M				
Qn.No	Questions	M	CO	BT
13	Critically analyze prominent case studies related to fake news in politics, health, and social harmony in the Indian context.	20	CO3	BT4
14	Analyze the concept of information disorder and its components, including misinformation, disinformation, and malinformation, with global examples.	20	CO2	BT4