Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: BLA1205 **Course Name:** Introduction to Media Literacy

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	6	84

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	1. State two characteristics of participatory media.	2	CO1	BT1
2	2. Identify any two ways in which information disorder can affect people during a crisis or election.	2	CO2	BT1
3	3. What is the difference between satire and parody?	2	CO1	BT1
4	4. What is a hoax? Mention one purpose for which a hoax may be created.	2	CO1	BT1
5	Distinguish between manipulated content and false context.	2	CO2	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain misleading content and false connection. Discuss how genuine information can be presented in a way that creates a false or misleading impression.	10	CO2	BT2
7	A news post uses genuine statistics but removes important context and presents a dramatic headline that does not accurately represent the article. Discuss how misleading content and false connection may operate in this example.	10	CO2	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Explain imposter content and fabricated content. Discuss their characteristics and clearly distinguish between the two using suitable examples.	10	CO2	BT2
9	Explain how information disorder operates during crises and elections. Discuss its possible effects on public behaviour, trust, decision-making and social stability.	10	CO2	BT2

PART D: Answer Any 1 Following Questions. 10 M

PTO (Please Turn Over)

Q.N.	Questions	M	CO	BT
10	A social media account uses the name and logo of a government department to publish an announcement that never existed. Demonstrate the situation using the concepts of imposter content and fabricated content.	10	CO2	BT3
11	An old photograph is circulated during an emergency as evidence of a current event, while misleading claims about candidates are circulated during an election. Demonstrate how information disorder can influence audiences in these two situations.	10	CO2	BT3

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Explain why the term “fake news” is insufficient for understanding information disorder. Discuss the contribution of the information-disorder framework to a more precise understanding of problematic information.	10	CO2	BT2
13	An original photograph is edited to add a person who was not present, and the edited image is then presented as evidence of a recent event. Compare the two forms of information disorder involved.	10	CO2	BT2