|  |  |  |
| --- | --- | --- |
| **University of Kerala** | | |
| Discipline: Journalism and Mass Communication |  | Time: 2 Hours (120 Mins.) |
| Course Code: UK1DSCJMC102 |  | Total Marks: 56 |
| Course Title: Media and Information Literacy |  |  |
| Type of Course: DSC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 4, Theory: 4 Credit, Practical: 0 Credit |  |  |

Part A. 6 Marks. Time: 5 Minutes  
Objective Type. 1 Mark Each. Answer All Questions

(Cognitive Level: Remember/Understand)

|  |  |  |  |
| --- | --- | --- | --- |
| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 1. | What is Chat GPT | Remember |  |
| 2. | What is media literacy? | Remember |  |
| 3. | What is the expansion of URL | Understand |  |
| 4. | What is SEO ? | Understand |  |
| 5. | Write any digital wallet and online payment platform that enables users to make payments using their smartphones. | Understand |  |
| 6. | False or misleading information presented as news is known as ----- | Understand |  |

Part B. 10 Marks. Time: 20 Minutes

Two-Three sentences. 2 Marks Each. Answer All Questions

(Cognitive Level: Understand/Apply)

|  |  |  |  |
| --- | --- | --- | --- |
| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 7. | What is Reverse image Search | Understand |  |
| 8. | What is the use of Polity Fact | Understand |  |
| 9. | What do you know about AI | Apply |  |
| 10. | Write a short note on Deep Fake Videos | Apply |  |
| 11. | Define Media Messages |  |  |

Part C. 16 Marks. Time: 35 Minutes

Short Answer. 4 Marks Each. Answer all 4 questions, choosing among options within each question.

(Cognitive Level: Apply/Analyse)

|  |  |  |  |
| --- | --- | --- | --- |
| Qn.  No. | Question | Cognitive  Level | Course  Outcome (CO) |
| 12.A | Explain in detail about Digital Divide | Apply |  |
|  | OR |
| 12.B | Discuss the types of Hacking |
| 13.A | How can individuals and organizations effectively manage information overload | Analyse |  |
|  | OR |
| 13.B | Do you believe that media contributes to the creation of stereotypes? Discuss and justify your opinion |
| 14.A | Provide an overview of digital literacy and explain its importance in today's digital world |  |  |
|  | OR |
| 14.B | Discuss the harmful effects of cyberbullying and the importance of implementing measures to stop it |
| 15.A | Write a short note on the impact of social media during disatsters and crisis. |  |  |
|  | OR |
| 15.B | Discuss your favorite mobile app, highlighting its uses and functions |

Part D. 24 Marks. Time: 60 Minutes

Long Answer. 6 Marks Each. Answer all 4 questions, choosing among options within each question. (Cognitive Level: Analyse/Evaluate/Create)

|  |  |  |  |
| --- | --- | --- | --- |
| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 16.A | Analyze the various types of cyber crimes, discussing their methods, impacts, and possible preventive measures. | Analyse |  |
|  | OR |
| 16.B | How do messages conveyed through movies impact individuals' thoughts, behaviors, and opinions? Discuss with examples. |
| 17.A | Examine the positive and negative effects of social media on young people. Provide examples to support your analysis. | Evaluate |  |
|  | OR |
| 17.B | Evaluate the importance of responsible online behavior, with a focus on respecting the rights and privacy of others in the digital space |
| 18.A | Evaluate the role of fact-checking in media. How do elements such as misinformation, disinformation, and media manipulation impact the credibility of media sources? | Evaluate |  |
|  | OR |
| 18.B | Discuss different examples of fake news you have encountered and analyze how they affected individuals and society. |
| 19.A | Create a series of social media content to promote a product of your choice on Instagram. Discuss the strategies used for engaging the target audience | Create |  |
|  | OR |
| 19.B | Critically evaluate the significance of media literacy in everyday life, and discuss its role in shaping informed opinions |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Cognitive Level** | **Marks** | **Percentage** |  | **Course Outcomes** | **Marks** | **Percentage** |
| Remember | 2 | 3.6 |  |  |  |  |
| Understand | 8 | 14.3 |  |  |  |  |
| Apply | 14 | 25.0 |  |  |  |  |
| Analyse | 14 | 25.0 |  |  |  |  |
| Evaluate | 12 | 21.4 |  |  |  |  |
| Create | 6 | 10.7 |  |  |  |  |
| **TOTAL** | **56** | **100** |  | **TOTAL** | **56** | **100** |