**Program:** T.Y.B.AMMC **Semester:** V **Program Code:** UGMMC01

**Course:** Media Literacy through Indian Knowledge Systems **Course Code:** NUIK501

**Duration:** 1 Hour **Examination Pattern:** NEP-Autonomous- External **Max. Marks:** 30

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

**Examination:**

**REGULAR**

| Q. 1 | | **Explain the concepts (2 marks each)** | [10] | CO's | KL's |
|---|---|---|---|---|---|
| | (a) | Media literacy | | CO1 | L1 |
| | (b) | Guru-Shishya Parampara | | CO2 | L1 |
| | (c) | Samvad culture | | CO2 | L1 |
| | (d) | Satya according to Indian philosophy | | CO3 | L1 |
| | (e) | Meaning of Ahimsa in media ethics. | | CO3 | L1 |
| | | | | | |
| Q. 2 | | **Attempt either A or B from the following:** | [10] | CO's | KL's |
| | (a) | Explain the concept, importance and scope of media literacy in the contemporary media environment. | | CO1 | L2 |
| | | **OR** | | | |
| | (b) | Analyze the role of Panchatantra, Jataka Tales and Indian epics as effective communication tools. | | CO2 | L4 |
| | | | | | |
| Q. 3 | | **Attempt either A and B or C and D from the following:** | [10] | CO's | KL's |
| | (a) | Discuss the role of folk media and indigenous communication systems in preserving Indian culture and promoting social awareness. | (5) | CO2 | L3 |
| | (b) | Evaluate the ethical responsibilities of media professionals using Indian philosophical perspectives. | (5) | CO3 | L5 |
| | | **OR** | | | |
| | (c) | Recommend strategies for promoting responsible digital citizenship using principles of Indian Knowledge Traditions. | (5) | CO4 | L6 |
| | (d) | How does AI influence media consumption? | (5) | CO4 | L2 |

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