

	Course Name:	Mass Communication	Course Code:	SS2040
	Program:	BSCS	Semester:	Spring2022
	Duration:	60 Minutes	Total Marks:	30
	Paper Date:	07-05-2022	Weight	15
	Section:	All Sections	Page(s):	
	Exam Type:	Midterm-2		

Student : Name: \_\_\_\_\_ Roll No: \_\_\_\_\_ Section: \_\_\_\_\_

Instruction/Notes: Attempt all questions. Write your Name, Roll Number and Section.  
 Give time to each question according to the marks.  
 Answers should be specific and relevant.  
 If you find any ambiguity, don't ask the invigilator.

### Question No.1

Define Media Literacy, also explain in detail the five fundamentals of media literacy.

(Marks:10) [CLO-1]

### Question No.2

Enlist the ethical guidelines created for media and explain how these guidelines help media in combating the ethical issues i.e. misinformation, disinformation and propaganda or media bias.

(Marks: 13) [CLO-1]

### Question No.3

How do you think media and technology is related in the digital age, discuss in the light of an example?

(Marks: 07) [CLO-2]