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MJM-014

**M. A. in Journalism and  
Mass Communication (MAJMC-F2F)  
Term-End Examination  
December, 2018**

**MJM-014 : NEW MEDIA : CONCEPTS AND  
PRACTICES**

*Time : 3 Hours*

*Maximum Marks : 60*

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**Note :** Attempt any *five* questions. All questions carry equal marks.

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1. What is 'New' in New Media ? Give a detailed account on the characteristics of online medium.
2. Trace the history of internet and social media in Indian context.
3. What is user generated content ? Explain the characteristics of 'Prosumers'.
4. Enumerate the pros and cons of being millennials/digital natives. Cite suitable examples from Indian context.

(A-3) P. T. O.

[2]

5. Urban teledensity is around 170% and rural teledensity is around 55%. Interpret these data with the conceptual framework—digital divide.
6. Write HTML code for this question paper.