

**M.A. (JOURNALISM AND MASS  
COMMUNICATION) (MAJMC)**

**Term-End Examination**

**December, 2021**

**MJM-028 : DIGITAL MEDIA**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Enumerate the characteristics of online/virtual communities and explain their merits and demerits. 20
  
2. Trace the efforts taken by the mainstream media to adopt/adapt to digital media. Discuss with suitable examples. 20
  
3. Trace the growth and diffusion of Information and Communication Technology from its inception in India. 20
  
4. Describe the definitions, types and history of social media from Indian perspectives. Give suitable examples. 20

5. Explain the role of social media in the field of governance, with suitable examples. 20
  6. Social change and social media are now interconnected. Explore the mutual connections between these two from the Indian perspectives. 20
  7. Explain the youth culture and participation in the online media from Jenkins' theoretical perspectives. Give suitable examples. 20
  8. Trace the recent developments in the field of ICT for Education. Critically analyse the merits and demerits of technology for education from the Indian context. 20
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