

No. of Printed Pages : 2

MJM-028

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

(MAJMC)

Term-End Examination

June, 2023

MJM-028 : DIGITAL MEDIA

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Describe the effects of digital media on macro and micro level in the society. 20
2. Explain the ICT policies and regulatory framework in India from 1994 till date. 20
3. Justify how interactivity and content sharing are important facts of social media that make it unique. 20
4. Explain the role of social media in promoting arts, culture and education. 20
5. Describe the core media literacy skills as proposed by Jenkins NML framework. 20

P. T. O.

[2]

6. What is the relationship between democracy and digital media ? 10+10
7. Explain the need of health communication and the role of various media in strategising for health communication. 10+10
8. Explain the digital media business model and its critique with examples. 20
9. Trace the journey of evolution of digital media. 20
10. Write short notes on any *four* of the following : 4×5=20
 - (a) Health Belief Model
 - (b) ICT enabled education and private sector
 - (c) Digital media and news values
 - (d) Media representation