

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)**

Term-End Examination

December, 2022

MNM-011 : UNDERSTANDING DIGITAL MEDIA

Time : 2 hours

Maximum Marks : 50

Note : *There are **three** parts in this question paper.
Distribution of marks is given in the respective
parts.*

PART A

*Write short notes on any **five** (100 words each) : 5×2=10*

1. Asynchronous Communication
2. Characteristics of Cyberspace
3. User Generated Content (UGC)
4. Gatekeepers vs Gatewatchers
5. Anderson's ACT Model
6. Virtual Communities
7. Actor Network Theory
8. Digital Inequality

PART B

*Answer any **four** questions (250 words each) : 4×5=20*

- 9.** Discuss the different categories of social media audiences. Give suitable examples.
- 10.** Explain the various social media marketing strategies. Cite relevant examples.
- 11.** Enumerate the barriers to health information literacy.
- 12.** Give a brief account of the role of digital media in the empowerment process. Cite Indian examples.
- 13.** Explain the forms of citizen journalism.

PART C

Answer any **two** questions (500 words each): $2 \times 10 = 20$

14. Within the context and the advent of mobiles and apps, discuss and critically analyse the relevance of a popular term — Computer-mediated Communication.
 15. Policy documents generally reflect the contemporary issues and developments in their respective field. Trace the historical dimensions of Indian ICT policies.
 16. Contextualize Van Dijck's description of the characteristics of new media to contemporary social media audiences. Cite suitable examples.
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