

No. of Printed Pages : 3

MJM-028

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

(MAJMC)

Term-End Examination

December, 2022

MJM-028 : DIGITAL MEDIA

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Explain the types of internet based communication and forms of computer mediated communication. 10+10
2. What is digital divide and what are its types ? Describe the determinants of digital divide in India and the initiatives that can be taken to bridge it. 10+5+5

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3. Describe the socio-cultural and economic effects of social media in a country like India. 20
4. Explain any *two* theories of your choice on social media audiences. 20
5. Comment on the acceptance of marginalised sections of the society through text and narratives on the internet. 20
6. Describe the characteristics, tools and types of online activism with examples. 5+5+10
7. Discuss the scope and challenges of integrating ICT in education. 10+10
8. Explain the stages and models of E-governance prevalent in the country. 10+10

[3]

9. What is fake news ? How is it a menace for the society ? How can it be dealt with ? 20

10. Write short notes on any *two* of the following :

2×10=20

- (a) Virtual communication
- (b) Crowd funding
- (b) Drawbacks of digital inequality
- (c) Intertextuality