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MJM-028

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

(MAJMC)

Term-End Examination

December, 2023

MJM-028 : DIGITAL MEDIA

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Critically analyse the implications of digital media for society and culture. 20
2. Critically evaluate the following IT policies of our country : 10×2=20
 - (a) The Net Neutrality
 - (b) The National Cybersecurity Policy-2013
3. Discuss the role of social media as an agent of social change by highlighting some cases of its usage for development initiatives. 20
4. Explain the sociological and political approaches to online participation. 20

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5. How is citizen journalism getting a push due to better internet connectivity ? What are its tenets and forms being popularly used ? Explain. 20
6. Highlight the various barriers and issues to health information literacy in India. Suggest measures to overcome them. 20
7. Examine the growth and development of digital media entrepreneurship in India. 20
8. Write short notes on any *two* of the following :
2×10=20
 - (a) Virtual Communities
 - (b) Online Disinhibition Effect
 - (c) Internet Activism
 - (d) The Critical Flow Model