

No. of Printed Pages : 3

**MNM-011**

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

**Term-End Examination**

**June, 2022**

**MNM-011 : UNDERSTANDING DIGITAL MEDIA**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *There are three Parts in the question paper.*

*Distribution of marks given in respective  
Part.*

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**Part—A**

**Note :** *Write short notes on any five (100 words each). Each note carries 2 marks. 5×2=10*

1. Hyper-personal CMC
2. Characteristics of Millennials
3. What is Simulacrum ?
4. Philosophy of Online Community

**P. T. O.**

5. Issues of Net Neutrality
6. Tactical Media
7. Cyber optimism *vs.* Cyber pessimism
8. Characteristics of Online Activism

**Part—B**

**Note :** *Answer any **four** questions (250 words each).*

*Each question carries 5 marks.                      4×5=20*

9. Explain the resources and appropriation theory.
10. Describe the salient features of the National Digital Communication Policy, 2018 of the GOI.
11. Enumerate the functional building blocks of social media. Cite suitable examples.
12. Explain the Online Disinhibition Effect Theory.
13. Describe the sociological and political approaches of public participation. Give suitable examples.

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**Part—C**

**Note :** Answer any *two* questions (500 words each).

*Each question carries 10 marks.*      2×10=20

14. Give a detailed account of various dimensions of digital inequality. Describe its origin, forms and models. Give relevant Indian examples.
15. One of the primary usages of social media has been political and social activism. Substantiate this statement with the relevant examples from the recent past.
16. Enumerate the Jenkins concept of new media literaries frameworks on social skills and cultural competencies. Cite suitable examples.