

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

Term-End Examination

June, 2022

MJM-028 : DIGITAL MEDIA

Time : 3 hours

Maximum Marks : 100

Note : Answer any **five** questions. All questions carry equal marks.

1. Describe three digital media theories and explain their significance in studying the changing dynamics of communication patterns. 20
2. Every technology brings its advantages and disadvantages to the society. Discuss the effects of digital media, with suitable examples. 20
3. Give a detailed analysis of the National Digital Communications Policy, 2018 of India. Critically analyse its aims and objectives. 20
4. Discuss the concepts of misinformation and disinformation and explain the efforts being taken at multiple levels to counter this menace. 20

5. Explain the characteristics and types of social media audience. Give suitable examples from India. 20
 6. Trace the relationship between technology and social movements. How is digital media playing a role between offline and online activism ? Cite suitable examples from international and national case studies. 20
 7. Describe the role of health communication within ICT contexts and discuss the significance of health information literacy in the present scenario. 20
 8. Examine and critically analyse the growth and development of digital media entrepreneurship in India. Give suitable examples. 20
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