

No. of Printed Pages : 3

MNM-014

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

Term-End Examination

June, 2024

**MNM-014 : CONTEMPORARY SCENARIO OF
DIGITAL MEDIA**

Time : 2 Hours

Maximum Marks : 50

Note : (i) *There are **three** parts in this question paper.*

(ii) *Distribution of marks is indicated in the respective parts.*

Part–A

Note : *Write short notes (100 words) on any five of the following. Each question carries 2 marks.* *2×5=10*

1. Define “Digital Media” highlighting its significance in the modern world.
2. Briefly discuss the concept of “Fragmented Audience”.

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3. Describe the characteristics of digital media that contribute to “Interactivity.”
4. How does the emergence of digital media influence traditional forms of journalism ?
5. Explain the term “Data-Driven Journalism” and its relevance in the digital age.
6. Discuss the challenges posed by online abuse and trolling in the context of digital media.
7. Differentiate between “Globalization” and “Global Social Movements.”
8. Define the concept of Digital Identity.

Part–B

*Note : Answer any **four** questions in about 250 words each. Each question carries 5 marks.*

5×4=20

9. Analyze the historical perspective of digital media and its impact on journalism practices.
10. Discuss the role of digital media in mapping and visual storytelling in journalism.
11. Explore the challenges of gender equity in ICTS and strategies for promoting it.
12. Discuss the role of digital media in fostering nationalistic and religious diasporas.

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13. Throw light on various types of security challenges in Cyberspace.

Part–C

Note : Answer in detail (500 words) any two of the following questions. Each question carries 10 marks. 2×10=20

14. Examine the impact of digital media on the traditional media landscape in India. Discuss the concept of “Immediacy” and its implications for journalism. Provide examples of how digital media has reshaped news dissemination and audience engagement.
15. In the context of internet governance, explore the challenges of regulating cyberspace content across national borders. Analyze the legal and self-regulatory mechanisms used in different countries to address online abuse and misinformation.
16. Discuss the ethical responsibilities of content creators and online readers in the digital age. Provide instances of ethical violations and present strategies to address these challenges in the evolving landscape of new media.