PG Even Semester Examination, September, 2023

JOURNALISM & MASS COMMUNICATION

(2nd Semester)

Course No: MJMC-551
(Digital Media)

FM: 70
Pass Marks : 28
Time: 3 Hours

The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.

UNIT-I

1. (a) What is computer mediated communication? What are its different forms? 3+4+7

   (b) What is digital media? Explain its four major characteristics. 3+4=7

Or

2. (a) Discuss the differences between digital media and traditional media. 7

   (b) Explain the concept of 'digital divide' in the context of India. Discuss the difference between 'digital migrant' and 'digital native'. 4+3=7

UNIT-II

3. (a) What is digital convergence? Mention the advantages of digital convergence. 3+4=7

(b) What is Internet of Things (IOT)? Mention 4 types of IOT networks. How is it different from Internet of Everything (IOE). 3+4=7

Or

4. (a) Discuss the risks, threats and dangers of digital media on society in the contemporary world. 7

(b) What is digital marketing? What are the various types of digital marketing. 3+4=7

UNIT-III

5. (a) Explain 7 skills required to be a multimedia specialist. 7

(b) What is Search Engine Optimization (SEO)? Explain the techniques and tools for SEO. 3+4=7

Or

6. (a) Critically examine the major provisions of the Information Technology (IT) Act, 2000. 7

(b) What is Social Media? Discuss the uses of social media. 3+4=7

UNIT-IV

7. (a) Explain the role of social media in the creation of a virtual public sphere. 7

(b) Explain the theory of Online Disinhibition Effect. 7

Or

8. (a) What is online activism? Discuss the pros and cons of online activism. 3+4=7

(b) Define 'digital literacy'? What are the core competencies required to be a digital literate person? 3+4=7

UNIT-V

9. (a) Explain the process of producing content for digital and social media. 7

(b) Discuss the various types and models of e-governance. 3+4=7

Or

10. (a) Critically examine the relation between digital media and democracy. 7

(b) 'The digital age has led to a global debate on privacy vs. national security'. Discuss. 7

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