UNIT-V

9. a. What is 'Digital Democracy?' Discuss how online platforms and web technologies have led to the emergence of a virtual public sphere. 7

   b. What are the skills required to be a social media influencer? 7

10. Write short notes on any two: 7x2=14

   a. Digital Native and Digital Immigrant

   b. Search Engine Optimization (SEO)

   c. Content Management System (CMS)

   d. Massive Open Online Courses (MOOC)

   e. Podcast

★★★

2025/SEM/EVEN/05/17/JMC-551/423

PG Even Semester Exam, May 2025

Journalism & Mass Communication

2nd Semester

COURSE NO. MJMCC-551

[New Media]

Full Marks : 70

Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions.

Answer any five question taking one from each Unit.

UNIT-I

1. a. Define New Media with examples. Give at least five advantages and disadvantages of New Media. 2+5=7

   b. What is Digital Divide and what are the various types of Digital Divides that exist in counties of the Global South? Critically examine taking the example of India. 7

Or

Turn over

2. a. Discuss the major initiatives undertaken by the government of India under the 'Digital India' programme. 7

   b. What is 'Digital Citizenship?' Discuss the elements of Digital Citizenship. 2+5=7

UNIT-II

3. a. What is a meme? What are the eight functions of memes? 2+5=7

   b. What is a 'Digital Profile?' Why is it important to manage your digital professional profile? 2+5=7

Or

4. a. Explain Digital Marketing with examples. Discuss the advantages and disadvantages of digital marketing. 2+5=7

   b. What is 'Digital Literacy'? What are the 5 pillars of digital literacy? 2+5=7

UNIT-III

5. a. 'The rise of the platform economy has severely impacted shopping, consumer activities and sales models'. Discuss the three types of 'Platform Economy' with examples. 7

   b. The 'Influencer Economy' capitalizes on the power of social media influencers to promote brands and products. Define 'Influencer Economy' with examples and discuss potential in a country like India. 7

Or

6. a. 'The rap[id rise of digital content consumption has transformed attention into a valuable currency.' Discuss 'Attention Economy' in the light of the above statement. 7

   b. 'Digital journalism represents a pivotal shift in the way we gathers, produce and consume news. Discuss 'Digital Journalism' and mention the skills required for digital journalism. 2+5=7

UNIT-IV

7. a. Define Social Media and its characteristics. Discuss how social media can be used for business, branding and personal branding. 2+5=7

   b. What are the main advantages and disadvantages of social media. 7

Or

8. a. 'The rising condition of the data-driven capitalist system is a perpetuation of the earlier imperialistic regions of the European colonizers. Discuss 'Digital Colonialism' in the light of the above statement. 7

b. What is 'Digital Convergence?' Discuss the impact of digital convergence on communication and telecommunication. 7