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MNM–030

**M. A. (JOURNALISM AND DIGITAL
MEDIA) (MAJDM)**

Term-End Examination

December, 2024

MNM–030 : THEORISING DIGITAL MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : *All Sections are compulsory.*

Section—A

Note : Answer any *five* questions. 5×2=10

1. What is the hybridity of convergence media ?
2. Briefly explain the Media Richness Theory.
3. What are the significant challenges of identity theft in digital media ?
4. Explain the characteristics and importance of multiplatform content.
5. Define cultural diversity in the context of post-humanism.

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6. What is viral content and how does it affect online communication ?
7. Explain Manuel Castells' concept of the network society.

Section—B

Note : Answer any *four* questions. 4×5=20

8. Discuss the cultural and economic impact of the network society.
9. Examine the role of media ownership in shaping the political economy of ICTs.
10. Analyse the impact of online communities in shaping social interactions and identity.
11. What are the psychological implications of CMC on social interaction ?
12. Discuss the psychological and ethical concerns related to online identity formation.

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13. Enumerate the role of digital media in facilitating pop culture dynamics.

Section—C

Note : Answer any *two* questions. 2×10=20

14. Discuss the role of digital ideologies and persuasive technologies in shaping political discourse and civic participation. Cite relevant examples.
15. Critically evaluate the role of mediatisation in global media transformations. Give relevant examples.
16. Explore big data's cultural and economic implications on media and communication industries. Give relevant examples.

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