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MNM-037

**M. A. (JOURNALISM AND
DIGITAL MEDIA) /
P. G. DIPLOMA IN DIGITAL MEDIA
(MAJDM/PGDIDM)
Term-End Examination
December, 2025**

MNM-037 : SOCIAL MEDIA AND SOCIETY

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt questions from all the Sections as directed.*

Section—A

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

1. What is meant by Produsage in the context of social media ?
2. What is Algorithmic Gatekeeping ?
3. Explain the term Affordance as used in social media.

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4. What are Reels and how are they different from YouTube Shorts ?
5. Briefly discuss the functions of social media.
6. What is Social Bookmarking ? Give examples.
7. Identify ethical concerns associated with data collection on social media.

Section-B

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

8. Describe the transformative role of social media in altering traditional communication models. Cite relevant examples.
9. Discuss the concept of Media Richness Theory and its relevance to online communication.
10. Explain how ownership and technology influence user engagement on social media platforms.
11. How does social media support professional networking and employment opportunities ?
12. Evaluate the impact of social media on journalism and news production.
13. What is Public Sphere Theory ? How does it relate to digital political communication ?
14. Write a short note on Influencer Marketing and its growing role in brand promotion.

Section-C

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

15. Critically analyse the theories of social media with reference to Media Dependency and Social Presence. Give suitable examples.
16. Examine the interplay between privacy, surveillance and algorithmic ethics on digital platforms. Refer to relevant case studies from Indian contexts.
17. Discuss the role of social media in political mobilization and the formation of public opinion in India. Cite relevant examples.

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