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BNM-021

**B. A. (JOURNALISM AND DIGITAL
MEDIA) (BAJDM/BAFJDM)**

Term-End Examination

June, 2025

**BNM-021 : INTRODUCTION TO JOURNALISM
AND DIGITAL MEDIA**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any *five* questions. All questions carry equal marks.

1. Describe the different types of communication. Explain any *two* models of mass communication.
2. Explain the contributions of digital media in shaping societal perceptions. Cite relevant examples from the Indian context.

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3. Critically evaluate the role of the Fourth Estate in upholding democracy in the digital age. Give relevant examples.
4. Explain the relationship among journalism, digital media and society. Discuss the impact of the digital ecosystem on ethics of journalism. Cite suitable examples.
5. Discuss the importance of algorithms in the context of journalism. Explain its role in content personalisation and distribution. Give examples.
6. What is the role of social media in modern social movements ? Illustrate with examples from Indian context.
7. Analyse the effects of digital inequality on global communication. What efforts have been made by government and multinational agencies to mitigate these inequalities ?

8. Write short notes on any *three* of the following :

- (a) Impact of social media on news consumption
- (b) The role of digital media in shaping public opinion
- (c) Uses and Gratifications Theory in Digital Media
- (d) Role of media in the social construction of reality
- (e) Fake news and misinformation in the digital age
- (f) Ethical issues in AI-generated journalism

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