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MNM-030

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

Term-End Examination

June, 2025

MNM-030 : THEORISING DIGITAL MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all Sections as directed.*

Section-A

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

1. How does mediatisation differ from mediation ?
2. What is Cyborg Manifesto ?
3. Define the personal information economy and its implications for digital privacy.
4. Explain the importance of user agency in CMC.

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5. What are the concerns of digital identity and how do they impact online privacy ?
6. Describe the historical background of information theory.
7. Explain the concept of cultural convergence.

Section-B

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

8. How do persuasive technologies influence user behaviour and ideological biases online ?
9. Discuss the application of semiotics in digital media content.
10. Discuss the ethical concerns of big data, focusing on privacy and surveillance.
11. How does the network society facilitate the global exchange of ideas ?
12. How does media convergence blur the lines between traditional and digital production ?
13. Discuss the ethical challenges faced in online collaboration and communication. Explain it from the perspective of privacy issues.

Section-C

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

14. Critically analyze the impact of echo chambers of civic discourse and political participation in the digital age.
15. Explain the challenges in crafting compelling content for multi-platform communication in the digital age.
16. Discuss the challenges of misinformation and privacy breaches in the digital ecosystem, focusing on multi-platform environments.

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