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MNM-030

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

Term-End Examination

June, 2026

MNM-030 : THEORISING DIGITAL MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : (i) *All Section(s) are compulsory.*

(ii) *Section A : Answer any five questions.*

(iii) *Section B : Answer any four questions.*

(iv) *Section C : Answer any two questions.*

Section—A

1. Identify the key characteristics of multiplatform communication. 2
2. Explain the concept of online communities. 2

3. Enumerate *two* key features of computer mediated communication. 2
4. How does Network Society impact digital communication ? 2
5. What is the difference between information society and network society ? 2
6. Discuss the relevance to post-humanism in the digital age. 2
7. Mention two features of online identity. 2

Section—B

8. Discuss how mediatisation influences the consumption of digital media content. 5
9. Explain the key arguments of the Cyborg Manifesto and its connection to digital technology. 5
10. Analyze the role of pop culture in shaping online expression. Provide relevant examples. 5
11. Describe the importance of semiotics in digital communication and its impact on meaning making. 5

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12. Examine the political economy of ICTs and its influence on digital media landscapes. 5
13. Identify the key issues related to big data in digital communication and discuss its ethical concerns. 5
14. Explain the fundamental concepts of information theory. 5

Section—C

15. Analyze the modes of production in cyberspace and discuss their impact on digital content creation. 10
16. Discuss the ideological effects of digital communication on society with relevant examples. 10
17. Explain how online communication and collaborations have transformed social interactions in the digital era, citing relevant examples. 10

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