

This question paper contains 3 printed pages]

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S. No. of Question Paper : 6048

Unique Paper Code : 2032183601

Name of the Paper : Social Media and Communication

Name of the Course : B.A. (Hons.) Journalism

Semester : VI

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer all the questions in Part A and
any three questions in Part B.

Questions in Part A carry 10 marks each and questions in
Part B carry 20 marks each.

Part A

1. Briefly trace the evolution of social media, highlighting key milestones in its rise and global impact.

Or

Explain the nature of social media and its impact on communication in today's world.

P.T.O.

2. Discuss the use and relevance of social media in journalism, with special reference to its role as a news aggregator.

Or

Explain the concept of crowdsourcing. Discuss its advantages and disadvantages with suitable examples.

3. Select a brand or campaign of your choice and critically analyze how it used social media marketing strategies to build engagement, visibility and conversion.

Or

Write short notes on any *two* :

- (a) Cultural Polarisation
- (b) Social Network Sites
- (c) Role of Social Media in Democracy.

Part B

4. Critically evaluate how social media has transformed the relationship between governments and citizens in the digital age.

Or

Analyze the concept of virtual identity in today's digital age. Address how it is constructed, manipulated and perceived across online platforms.

5. Social media can amplify marginalized voices, but it can also reinforce echo chambers and misinformation. Evaluate the challenges and opportunities of social media activism in diverse societies.

Or

Define microblogging and explain its role in modern communication. Discuss how platforms like Twitter have influenced news dissemination and public opinion through microblogging.

6. In an era of real-time communication, how does effective social media management influence the credibility and public perception of organizations ?

Or

Discuss the key metrics used in social media audience measurement. How do these metrics help organizations evaluate the effectiveness of their social media strategies ?

7. Write notes on any *two* :

(a) Social Media Marketing

(b) Hash-tag Activism

(c) Social Network sites and Logistics of Interaction.

Or

Explain various theories of social media and discuss how these theories help in understanding the impact of social media on communication and society.