

This question paper contains 3 printed pages]

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

S. No. of Question Paper : 7596

Unique Paper Code : 2033180017

Name of the Paper : Media Automation

Type of the Paper : DSC

Name of the Course : Bachelor of Arts (Honours Course) 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. Write short notes on any *two* :

- (a) Big Data
- (b) Surveillance
- (c) Newsbots
- (d) Fake News.

P.T.O.

Or

How are algorithms influencing news consumption online ?

2. Discuss the use of automation technologies in various processes of news production and distribution.

Or

Discuss how news organizations are making use of big data to forecast consumer behaviour and strategies to get audiences.

3. Discuss the use of big data in data journalism with specific examples from recent news stories.

Or

How is political campaigning leveraging the use of big data to tailor and disseminate specific political messages during election campaigning ?

Part B

4. Write long notes on any *two* :

- (a) Open Source Journalism
- (b) Artificial Intelligence in News Media
- (c) Computer Assisted Reporting
- (d) Privacy.

Or

Critically discuss the ethical concerns that emerge out of using AI technologies in news media production.

5. Elaborate on the use of algorithms in digital advertising with special emphasis on tracking and targeting of consumers online.

Or

Discuss some of the advantages of using AI technologies for digital marketing in contemporary times with relevant examples.

6. What is social media automation ? How does it help organizations streamline their content production and distribution ?

Or

Critically discuss how the use of Artificial Intelligence drains natural resources.

7. Deepfakes are a rampant issue in the media, with fake news parading as real news. Discuss the impact of deepfakes on news media.

Or

Discuss the relevance of digital media literacy in reference to the rise of media automation technologies.