

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5107

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Unique Paper Code : 2032184701

Name of the Paper : NEW MEDIA AND DIGITAL COMMUNICATION

Name of the Course : **Bachelor of Arts (Honours Course) Journalism**

Semester : VII - DSC

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

Part A

Answer any **Three** questions (3×10=30)

1. (a) Discuss digital art and digital cinema as genres of new media. How do they reflect the changing landscape of media and creative expression?

OR

- (b) Define memes in the context of digital culture. How do they differ from other viral digital content?

P.T.O.

2. (a) Explain the problem of the digital divide and differences in access to technology. Support answer with suitable examples.

OR

- (b) Media convergence represents more than just a technological shift. Elaborate.
3. (a) Write short notes on any **TWO** :
- (i) Net neutrality
 - (ii) Digital fandom
 - (iii) Podcast
 - (iv) Blogs and Micro-blogs

OR

- (b) What is digital storytelling? Discuss the various forms of storytelling in the digital age with examples.
4. (a) What do you understand by New media campaigns. How to design a campaign for a new brand using social media platforms.

OR

- (b) Write a short note on any **ONE** :
- (i) Social media content creation
 - (ii) Digital social movements

Part B

Answer any **Three** questions (3×20 marks = 60)

5. (a) Explain the importance of digital preservation in safeguarding indigenous cultures, traditions and contemporary knowledge. Why preservation of knowledge is essential in the digital age?

OR

- (b) Who controls the new media landscape? Analyse the role of corporations, algorithms, and state policy in shaping digital content and access.
6. (a) Discuss how new media platforms shape and reflect issues related to gender. In what ways do digital spaces challenge or reinforce gender norms?

OR

- (b) What does privacy signify in the digital age? In what ways has digital surveillance challenged our understanding of privacy?
7. (a) The internet has revitalized the concept of the public sphere. Do you agree with this statement? Support your answer with relevant examples.

OR

- (b) What is trans-medial storytelling? What distinguishes it from other forms of narrative? Illustrate your answer with suitable examples.
8. (a) Write a long critical note on any **TWO** :
- (i) Video blog
 - (ii) Script writing for short-form content
 - (iii) Digital exhibition strategies
 - (iv) Social media marketing for media projects

OR

- (b) How can individuals or professionals perform a digital identity audit to maintain authenticity, privacy, and credibility online? Provide real-world examples.

9. (a) Design a digital production plan for a new media campaign based on a social issue of your choice. Outline the scripting, format, and promotional strategies you would use.

OR

- (b) Write a critical analysis on any **TWO** of the following :
- (i) New Media Initiatives for rural development and governance
 - (ii) Marketing Social Activism Content on digital platforms
 - (iii) Ethical considerations in Multimedia Content Creation
 - (iv) Citizen engagement in digital social movements