

This question paper contains **3** printed pages]

**Roll No.**

|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|

S. No. of Question Paper : **2551**

Unique Paper Code : **2033180017**

Name of the Paper : **Media Automation**

Name of the Course : **B.A. (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 two 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. How does Big Data influence news production and distribution in India ?

*Or*

How has automation changed newsroom practices in India ?

P.T.O.

2. How do algorithms affect what news users see online ?

*Or*

What is an algorithm ? Explain with a simple example from social media.

3. Discuss *one* advantage and *one* disadvantage of automation in journalism.

*Or*

What is Computer-Assisted Reporting (CAR) ?

### **Part B**

4. Critically examine the role of algorithms in curating news feeds on platforms like Facebook and Instagram.

*Or*

Examine the use of data analytics in political campaigning in India. What are its implications for democracy.

5. Explain the concept of human-machine communication. How is it changing the role of journalists ?

*Or*

Critically analyse the ethical challenges posed by AI and robots in journalism.

6. Discuss the relationship between Big data, surveillance and privacy. How does it affect citizens and journalists in India ?

*Or*

What is fake news ? Analyse its impact on Indian society and journalism. Suggest measures to combat it.

7. Analyse the impact of automation technologies on newsroom efficiency and employment in the Indian media industry.

*Or*

What is algorithmic journalism ? Discuss its benefits and limitations with suitable examples.