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BNM-021

**B. A. (JOURNALISM AND DIGITAL
MEDIA) (BAJDM/BAFJDM)**

Term-End Examination

December, 2024

**BNM-021 : INTRODUCTION TO JOURNALISM
AND DIGITAL MEDIA**

Time : 3 Hours

Maximum Marks : 100

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. Explain the communication process and discuss the barriers that can affect it. Explain with suitable examples.
2. Discuss the role of digital media in contemporary journalism. Explain the changes these new technologies have brought in traditional journalism practices. Cite relevant examples.

3. What are the features of mobile journalism ? Discuss its significance in the modern digital landscape.
4. Discuss the impact of algorithms and AI on journalism. How do they influence news curation and audience engagement ? Give examples to support your answer.
5. Analyse the role of digital media in promoting participatory culture. Enumerate the merits and demerits of digital participatory culture in Indian context. Give examples.
6. Explain the conceptual framework of digital inequality. Describe its impact on marginalised communities. Cite relevant examples.
7. Discuss the Shannon-Weaver's model of communication. How is noise handled in this model ? Explain with a diagram.
8. Write short notes on any *three* of the following :
 - (a) Global media policies

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- (b) Fourth estate and democracy
- (c) Internet governance
- (d) Social movements and digital media
- (e) Citizen journalism
- (f) Media gatekeeping in the digital era

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