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BNM-021

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

Term-End Examination

December, 2025

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Discuss the ethical considerations that arise in the digital media ecosystem and analyse the social responsibility of journalism in this context. Cite relevant examples. 20
2. Analyse the significance of freedom of the press in upholding democratic values, particularly as outlined in Article 19 (1)(a) of the Indian Constitution. How has the Indian media landscape evolved in terms of press freedom since independence ? 20

3. Discuss the role of algorithms in shaping the landscape of modern journalism. How do algorithms impact the production, distribution and consumption of news content ? Give suitable examples. 20
4. Evaluate the challenges and conflicts faced in Internet governance. How can these challenges be addressed and what role can global cooperation play in overcoming them ? Elaborate with examples. 20
5. Compare and contrast the journalistic practices in print and digital media. Explain with examples. 20
6. Evaluate the effectiveness of online activism as a tool for empowerment and advocacy for marginalised communities. Cite examples. 20
7. Write short answers of the following :
4×5=20
 - (a) Online Abuse Threats and Trolling
 - (b) Media's role in Indian Democracy
 - (c) Forms of CMC
 - (d) Dimensions of Marginalisation

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8. Write short notes on any *four* of the following : 4×5=20

- (a) Digital Inequality
- (b) Marxist Approach of Marginalisation
- (c) Hashtag Activism
- (d) Networked Publics
- (e) Cyber-pessimistic
- (f) Framing in Journalism

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