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MNM-030

**M. A. (JOURNALISM AND DIGITAL
MEDIA) (MAJDM)**

Term-End Examination

December, 2025

MNM-030 : THEORISING DIGITAL MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all Sections as directed.*

Section-A

Note : *Answer any five questions.* 5×2=10

1. Briefly explain the ideologies of digital spheres.
2. Explain the concept of 'cyborg identity' in the context of post-humanism.
3. How does media convergence affect content production in cyberspace ?

4. Explain the main components of political economy of media.
5. What is the relationship between online participation and community engagement ?
6. How does cultural convergence contribute to new norms in the digital space ?
7. How do persuasive technologies reinforce ideological biases in digital platforms ?

Section-B

Note : Answer any **four** questions. 4×5=20

8. What are the cultural and economic impacts of the network society on global exchange and communication ?
9. How does semiotic analysis enhance the understanding of online content, advertisements and social media ? Give examples.

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10. Examine the psychological implications of online identity formation in digital communication. What are the consequences for social interaction ?
11. Analyze how the blending of high and low culture through digital platforms reshapes cultures identity.
12. How does the concentration of media ownership affect digital democracy and information control ? What are the challenges in engaging diverse audiences across multiple platforms ?
13. Discuss the issue of digital inequality. What are the major causes and consequences of this digital divide ?

Section-C

Note : Answer any **two** questions. 2×10=20

14. Critically evaluate the role of online communication tools in enhancing global collaboration. Cite suitable examples.

15. Explore the dynamics of pop culture in the digital age, with a focus on the role of online creation and consumption in shaping societal values.

16. Evaluate the impact of mediatisation on public discourse, focusing on its advantages and disadvantages.

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