

No. of Printed Pages : 4

**BNM-021**

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

**Term-End Examination**

**June, 2026**

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

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) Answer any *five* questions.

(ii) All questions carry equal marks.

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1. Analyse how technological advancements have both empowered and constrained media outlets in their pursuit of journalistic integrity and independence. 20

2. Discuss the historical evolution of global media policies and how they have shaped the current landscape. Give suitable examples. 20
3. Explain the significance of mass communication in shaping societal perceptions and constructing reality. Cite relevant examples. 20
4. Discuss the essential elements of the SMCR model and their interrelationship in various communication models. Evaluate the effectiveness of these models in addressing concepts like noise, feedback, and shared experience. 20
5. Trace the evolution of digital media in India from its inception to the present day. Discuss the key milestones, technological advancements, and societal impacts that have shaped the digital media landscape in the country. 20

6. Explore the ways in which participatory culture manifests in different spheres of society, such as education, politics, and entertainment. Cite relevant examples. 20

7. Write short answers on each of the following :

4×5=20

(a) Types of Communication

(b) Socio-Technical Systems Model

(c) AI Tools for Journalists

(d) Web 2.0 for Online Activism

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

(a) Interpersonal interactions

- (b) Reality construction of Media
- (c) Noise in Communication
- (d) Data-driven journalism
- (e) Journalistic integrity
- (f) ICANN

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