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BNM-040

**B. A. JOURNALISM AND DIGITAL
MEDIA (BAJDM/BAFJDM)
Term-End Examination
June, 2026**

BNM-040 : SOCIAL MEDIA AND SOCIETY

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Discuss the role and functions of social media. Explain how Web 2.0 has transformed and empowered users as 'producers'.
2. Explain the ownership structures and technological foundations of major social media platforms. Give suitable examples.

3. Discuss the role of algorithm, user engagement mechanisms, and revenue models of any *two* popular social media platforms.
4. Examine the transformation of journalism in the age of social media and discuss the influence of algorithm.
5. Discuss the concept of transmedia storytelling and how it enhances audience participation across platforms. Cite relevant examples.
6. Analyse identity construction and self-presentation on social media. Discuss psychological dimensions of online personas.
7. Discuss social media and contemporary activism from the recent past. Cite suitable examples from the Indian context.
8. Give short answers on any *four* of the following : 4×5=20
 - (a) Define social capital.

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- (b) What is an echo chamber ?
- (c) Explain Social Influence Theory.
- (d) What are MOOCs ?
- (e) Define political polarisation.
- (f) What is content curation ?

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