

Tezpur University
End Term Examination, Spring 2024
MMC 301: New Media

Total Marks: 70

Time: 3 hours

The figures in the right-hand margin indicate marks for the individual question. Please read the questions carefully before answering.

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1. Write short notes on **any five** of the following: **5x4=20**
 - a) Data literacy Vs Information literacy
 - b) Impact of Mobile Journalism in society
 - c) Web 2.0 as an information tool
 - d) Impact of digital media on music
 - e) Disinformation, misinformation and mal-information
 - f) Internet as a tool for activism
2. Examine the participatory nature of web 2.0 tools with examples. Discuss the difference between blog and wiki technologies. Discuss how blog and wiki contribute to the participatory journalism. (4+3+3=10)
3. What are the primary threats affecting the digital landscape of India? Discuss the key cybersecurity challenges faced by India and the effective strategies that can be implemented for its prevention and mitigation? (4+3+3=10)
4. What are the positive and negative impacts of social media on youth and how do these influences shape their social interactions, mental health and self-identity? (5+5=10)
5. Describe the concept information privacy and state its importance. Discuss the provision of data protection in the IT act, India in reference to sensitive personal information of the individual. (5+5=10)
6. Critically examine the virtual classroom as an enabler as well as constraint for different individuals and groups for communication, based on access and effective use. How has the rise of online learning impacted student engagement, academic performance and the overall education system? 10