



16-12-16

DOON UNIVERSITY, DEHRADUN
Final Semester Examination, Third Semester, 2016
School of Communication

M.A Integrated Communication 5 Years
Course: COMM 205 Digital Media and Information Age

Time Allowed: 3Hours

Maximum Marks: 50

SECTION: A (Short Answer Type Questions/ to be answered in about 50 words.

Attempt Any Five Questions.

(Marks:2X5=10)

Write Short note on the following?

1. New Media?
2. Traditional Media?
3. Cyber security?
4. Privacy?
5. Online advertising?
6. Social Networking Sites?

SECTION: B (Short Answer Type Questions to be answered in about 250 words.

Attempt Any Four Questions.

(Marks:5X4=20)

1. Describe the linkages between modernization and digital age?
2. Explain the social roles of new media?
3. Discuss the impact of connecting the unconnected in India?
4. Explain the significance of ecommerce.
5. Write a short note on 'access to internet as fundamental right'?

SECTION: C (Long Answer Type Questions to be answered in about 750 words.

Attempt Any Two Question.

(Marks:10X2=20)

1. Write an essay on democratization of internet?
2. Critically examine the role of social media in expanding fundamentalism?
3. Would you prefer regulatory measures or market forces to control communication through new media? Give reasons to support your arguments.