

December 2022
MA(JMC) 3rd SEMESTER
Multimedia Technologies Culture and Society (JMC-301-21)

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.

PART -A

- Q1 (a) Define digital media (1.5)
 (b) What do you understand by media convergence (1.5)
 (c) Meaning of participatory communication (1.5)
 (d) What is citizen journalism (1.5)
 (e) What is meant by educational games (1.5)
 (f) What do you understand by IPTV (1.5)
 (g) Define Interactive media (1.5)
 (h) Meaning of RSS feeds (1.5)
 (i) What you mean by IOT (1.5)
 (j) What you mean by cyberspace (1.5)

PART -B

- Q2 (a) Explain the concept of evolution of digital communication. (10)
 (b) Describe the social media tools with suitable examples. (5)
- Q3 (a) Describe the production and consumption in the digital age. (5)
 (b) Mention the latest trends in communication technology. (10)
- Q4 Explain the relationship of technology & society in detail. (15)
- Q5 (a) What is the meaning of representation of gender in online games. (5)
 (b) Describe the impact of digital technology on culture with suitable examples. (10)
- Q6 (a) Discuss various emerging perspectives for interactivity in games with examples. (10)
 (b) Define the different types of social media marketing. (5)
- Q7 "Digital Media Literacy "- comment this statement with suitable examples. (15)
