**TU-CDOE**

**TEZPUR UNIVERSITY**

**Semester End Examination, Autumn 2024**

**MAMCD/MMC 301: NEW MEDIA**

**Time: 3 Hours Total Marks: 70**

*The figures in the right-hand margin indicate marks for the individual question.*

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1. Write short notes on the following: 6X5=30

1. Perceived strengths and weaknesses of wiki technology
2. Virtual classroom as an enabler as well as a constraint
3. Copyright infringement impact of ICT in traditional knowledge
4. Use of internet as a tool for activism
5. Digital Influencers and their marketing strategies
6. Importance of Digital Media Literacy

2. Write the following:

1. Discuss the use of ICT to meet the democratic goals of the Government with reference to some e-government initiative in India. 7

1. Discuss the concept- digital divide. Examine the barriers in the access to digital technologies in India. 7

1. Discuss the concept of privacy literacy and its importance. Critically examine the merits and demerits of growing surveillance of government and corporates on the uses of online platforms in India. (4+4=8)

1. How AI is transforming the media industry and what are its potential benefits and risks for content creation, audience engagement and media integrity? 8

1. What are the key cybersecurity challenges affecting the digital landscape of India? -Discuss the effective strategies that can be implemented for its prevention and mitigation? (5+5=10)

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