

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF ARTS JOURNALISM AND**  
**MASS COMMUNICATION (BAJMC)**  
**EXAMINATION: JANUARY - 2022**  
**THIRD SEMESTER**  
**Sub: New Media (BAJMC 18 – 3001)**

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**Date: 15/01/2022**

**Total Marks : 40**

**Time: 2.00 pm to 4.00 pm**

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***Instruction:***

*All questions are compulsory.*

**Q. 1 Descriptive Answer (Any Two)**

**(20)**

1. What is the difference between Traditional media and New Media. Explain with proper examples?
2. What is digital divide? Do you think bridging this digital gap is important?
3. Explain the security and ethical challenges in online media in India with suitable examples.

**Q. 2 Write short notes. (Any Two)**

**(10)**

1. Citizen Journalism
2. Facebook Advertising
3. cybercrime

**Q. 3 Open Ended Question (Any One)**

**(10)**

1. According to you, how has digital advertising affected the traditional form of advertising?
  2. 'Internet Journalism facilitates freedom of expression and equality'. Comment.
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