

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION**  
**EXAMINATION: JANUARY – 2024**  
**FIRST SEMESTER**  
**Sub: New Media (MAMC 22-105)**

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**Date: 22/01/2024**

**Total Marks : 40**

**Time: 10.00 am to 12.00 am**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Answer the following. (Any One) (15)**

A) Explain McLuhan's "The Medium is the Message"

**OR**

B) Explain Digital Convergence and its impact

**Q. 2. Write short notes. (Any Three) (15)**

1) Online Identities and Communities

2) Memes

3) Video Game culture

4) Social Media and impact

**Q. 3. Open Ended Question (10)**

Express your views on future of content consumption

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