

2055

B. Voc. (Media and Entertainment) FYUP

Second Semester

BME-201: Social Media and Online Journalism

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit. All questions carry 8 marks.

x-x-x

I. Attempt any four of the following in 75- 100 words each:-

- a) Write any two characteristics of New Media.
- b) Write a short note on citizen journalism.
- c) Define the term 'Digital Divide'.
- d) List and briefly explain two key advantages of the digital economy.
- e) What do you understand by Search Engine Optimization?

UNIT - I

- II. Examine the role of social media networks as a type of new media, including their advantages and challenges.
- III. Analyze the potential of virtual and augmented reality in shaping the future of new media communication.

UNIT - II

- IV. Explain the concept and importance of evaluating online information. Why is it essential in today's digital media landscape?
- V. Evaluate the concept of "finding and evaluating online information" with a focus on the challenges posed by misinformation in the digital age.

UNIT - III

- VI. Explain the Theory of Digital Divide and its relevance in the context of modern society.

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- VII. How can SEO strategies be used to overcome the challenges posed by the digital divide in reaching underserved communities?

UNIT - IV

- VIII. Evaluate the pros and cons of the Digital Economy in terms of social, economic, and technological effects.
- IX. Compare and contrast Traditional Marketing with Digital Marketing in terms of strategies, reach, and effectiveness.

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