

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION**  
**EXAMINATION: DECEMBER – 2025**  
**FIRST SEMESTER**  
**Sub: New Media (MAMC 22-105)**

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**Date: 23/12/2025**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

A) Explain digital convergence and its implications

**OR**

B) Explain Jenkins' Convergence Culture

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

- 1) Online Identities and communities
- 2) Social Media uses and its impact
- 3) Fake news and disinformation
- 4) Digital surveillance and privacy concerns

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

How do you think new media will influence future generations' understanding of history, culture, and identity?

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