

General Instructions:

1. This question paper contains five questions
2. It is compulsory to attempt all the questions.
3. Read carefully the instructions given for each question.
4. Please mention clearly the questions you attempt.
5. Figures to the right indicate marks

QUESTION 1: Explain the Survival of Print Media in the Twenty-First Century. [14]

OR

What is the History of print media and its impact on the society? [14]

QUESTION 2: How has the rise of electronic media transformed the way people consume news and information? [14]

OR

Discuss the Different types of Electronic Media.

[14]

QUESTION 3: What is social media, and how would you describe its purpose? [14]

OR

Discuss the Various Platforms of Social Media. [14]

QUESTION 4: what is the role of community groups in 21st century [14]

OR

What role does globalization play in shaping attitudes towards Diaspora's

[14]

QUESTION 5: Attempt any seven out of twelve questions:

[14]

- I. Newspapers and magazines are examples of _____ that are published on a regular basis and cover a wide range of topics.
- II. Print media encompasses the distribution of information through physical _____ such as newspapers, magazines, and books.
- III. Electronic media refers to the transmission of information through electronic _____ such as television, radio, and the internet.
- IV. Streaming services such as Netflix, Hulu, and Amazon Prime offer a wide range of digital _____ content, including movies, TV shows, and documentaries.
- V. YouTube is a popular _____ platform where users can upload, share, and view videos on a wide range of topics.
- VI. Users can subscribe to channels on YouTube to receive updates when new _____ are uploaded by their favourite creators.
- VII. In today's interconnected world, digital media plays a vital role in facilitating _____ communication and connectivity across geographical boundaries.
- VIII. Provide two examples of popular online Platform _____
- IX. Social media marketing allows businesses to engage with their audience through _____ content, interactions, and conversations.
- X. A community group is a gathering of individuals who come together based on shared _____ or interests.
- XI. Community groups often aim to address specific _____ within their local area or broader society.
- XII. The CEO of instagam is _____.

—X—