M.A. (JOURNALISM AND MASS COMMUNICATION) – II
Assignments

(January 2026 and July 2026 Cycle)

MJM-028: DIGITAL MEDIA

Course Code: MJM-028

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Assignment Code: MJM-028/Jan26/Jul26

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 600 words

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1. Explain the following terms: (150 words each) 4x5= 20
   a. TRAI
   b. Digital Inequality
   c. Active and Passive Audience
   d. Citizen Journalism

2. Define the terms – disinformation, misinformation and mal-information. Explain them with suitable examples.

3. What is online activism? Can online activism be used to bring about meaningful changes in the society? Explain with examples.

4. Write a detailed note on Role of ICT in Education.

5. Write short notes on **any two** of the following: (300 words each) 2x10 = 20
   a. IT Act 2000
   b. Net Neutrality
   c. Social Media Etiquettes
   d. Alternative Media

1. Explain the following terms: (150 words each)
4x5= 20

a. TRAI
b. Digital Inequality
c. Active and Passive Audience
d. Citizen Journalism

Answer

a. TRAI

TRAI stands for the Telecom Regulatory Authority of India. It is the statutory regulatory body for the telecom sector and was established in 1997 under the TRAI Act. The need for such a regulator became important when private companies entered telecommunications and the sector moved from a government monopoly towards competition. TRAI works to create a fair and transparent environment for service providers while also protecting the interests of users.

Its major functions include making recommendations on telecom policy and licensing issues, regulating tariffs in areas where regulation is required, laying down quality-of-service standards, dealing with interconnection between networks, and issuing regulations, directions and orders for the sector. It also pays attention to consumer interests such as service quality, unwanted commercial communication and transparency in tariffs. Dispute-settlement functions are handled separately by the Telecom Disputes Settlement and Appellate Tribunal (TDSAT).

TRAI is important for digital media because access to digital platforms depends on telecom and broadband networks. Decisions concerning data services, competition, quality of internet access and net neutrality directly influence how people receive and use online content. For example, TRAI prohibited discriminatory tariffs based on online content in 2016 and later made recommendations supporting net-neutrality principles. Thus, TRAI is not a media-content censor; rather, it regulates the communication infrastructure and market conditions that make digital communication possible.

b. Digital Inequality

Digital inequality refers to unequal opportunities among individuals and groups to access, use and benefit from digital technologies. It is broader than the simple idea