

JK Lakshmipat University, Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY/INSTITUTE OF
MANAGEMENT/ INSTITUTE OF DESIGN

End Term Examination, December 2024

BTech/BCA/BBA/BDES Semester III, 2024-25

Roll No.. 20238TECH039.....

CC1103: Perspectives of Contemporary Issues

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on the question paper.
2. Answer any **Three** Questions.

Q.1	<p>Read the passage and respond to the questions that follow based on your understanding:</p> <p>The digital medium is transparent because it makes everything readily accessible—one can access anything with just a click. Its sense of time is rooted in the immediate present, unlike the days of letters, which took weeks to arrive. Communication through digital media is different from the older forms, as information is created, shared, and received directly, without intermediaries.</p> <p>Radio, a traditional mass medium that functions electronically, admits only one-way communication. Its structure prevents interaction, which we see heavily present in social media like Twitter or Facebook. Listeners can only receive the broadcast, which leaves them passive. In contrast, the Internet offers a completely different structure—unlike Radio, which has a center of emission, the Internet is decentralized and interactive.</p> <p>Today, we are no longer just receivers and consumers of information—everyone is involved in creating and sharing content. Instead of passively consuming content, we now take on the roles of both consumers and producers, which increases the overall volume of information. The digital world is not limited to providing windows for passive viewing, but it also offers doors through which we can share the information we create. Computer windows are not just for looking out, but they connect directly with other windows, bypassing intermediaries or authorities. Unlike mass media like radio or television, digital media—through platforms like blogs, Twitter, and Facebook—removes the need for mediation (the intervention of a third party).</p> <p>However, one of the unintended consequences of the ease and convenience of digital communication is that it is leading us to avoid direct interactions with real people. More and more, we are distancing ourselves from real-life experiences altogether. Digital media are gradually making our real-world connections fade away. Even</p>	<p>10 marks</p> <p>(LO 1, 2)</p>
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though contemporary society is marked by its unprecedented connectivity, the digital generation is paradoxically the loneliest, retreating away from society. Many resemble *hikikomoris* (a phenomenon seen in Japan), where adolescents and young adults isolate themselves in their parents' homes for months, avoiding work or school. They choose to spend their time alone in front of a screen, avoiding direct human interaction.

The digital world focuses on numbers and counting. On Facebook, for instance, friends are counted. However, true friendship is more than a number—it's a story, a shared experience. In the digital age, everything is reduced to numbers, even feelings and connections are measured as *likes*. Contemporary society is not shaped by a community, but it constitutes solitary individual units, obsessed with the immersive screen that is more fascinating than talking to other persons. Community and solidarity are fading away, and even our inner lives feel more private and isolated. This growing disconnection (within the generation that works from home) makes it increasingly difficult for people to work together.

Questions (Answer any two of them in not more than 300 words):

1. How does the shift from traditional, one-way communication (e.g., radio and television) to the interactive structure of digital media affect our understanding of human relationships and our sense of belonging within a community?
2. In what ways does the focus of the digital age on numbers, such as likes and friend counts, change the meaning of deeper connections like friendship?
3. Is it possible to solve the paradox of being more digitally connected than ever but feeling increasingly lonely, or is this simply a natural outcome of how the digital world works?
4. How does focusing on speed and convenience reduce face-to-face interactions and lead to social isolation, like those observed in *hikikomori*?

Q. 2	Describe the evolution of Universal Declaration of Human Rights since World War II? Why is there a strong faith in the ability of Human Rights to repair the damage done and violence inflicted on individuals by states? What are the limitations of such a faith in human rights?	10 marks (LO 4, 1)
Q. 3	At the UFI Open Congress in Abu Dhabi in 2012, Kofi Annan stated, "Arguing against globalization is like arguing against gravity." How does this statement illustrate the inevitability and impact of globalization in today's world? Support your explanation with relevant examples.	10 marks (LO 2, 3, 4)
Q. 4	Is child labour primarily a consequence of poverty, or does it stem from deeper inequalities within society and the state? Discuss, providing relevant examples to support your explanation.	10 marks (LO 1, 2)
Q. 5	"We have to stop treating air pollution as a winter problem or a farmer problem," said Avinash Chanchal, deputy programme director at Greenpeace South Asia. "Data clearly shows the city suffers from high pollution almost throughout the whole year. It's coming from the transportation sector and the millions of cars on the roads;	10 marks (LO 2)

it's coming from coal-burning power plants; it's coming from waste that is piling up in Delhi's landfills or being burned; it's coming from all this non-stop construction of highways and flyovers. Until we target all of those sectors, we will never get cleaner air."

(This excerpt is taken from Hannah Ellis-Petersen's article *The air is killing us: Why Delhi's pollution problem runs deeper than smog season* published in *The Guardian*.)

How do human development projects in a globalized world harm planetary health? Can development be equated with depletion? For instance, Delhi, one of the most polluted cities globally, exemplifies the environmental challenges faced by many cities in developing countries due to pollution and climate change. Use an Indian or international case to support your argument.