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## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Sc.(MSJ)-Hons-2020/B.Sc.(MSJ)-Hons-2021/B.Sc.(MSJ)-Hons-2022

Course Name – New Media

Course Code - BMSJD601A

( Semester VI )

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :
  - (i) What is a defining characteristic of the virtual world?
    - a) Physical interaction
    - b) Lack of identity
    - c) Shared digital space
    - d) Printed documents
  - (ii) Which of these best represents a social theory relevant to media?
    - a) Laws of thermodynamics
    - b) Uses and Gratifications Theory
    - c) Newton's law
    - d) Gravity theory
  - (iii) Who proposed the idea of the "medium is the message"?
    - a) Noam Chomsky
    - b) Marshall McLuhan
    - c) George Gerbner
    - d) Roland Barthes
  - (iv) In cultural theory, media is seen as:
    - a) Neutral
    - b) A reflection of society
    - c) Always true
    - d) Purely informative
  - (v) According to critical theory, media often supports:
    - a) Audience freedom
    - b) Cultural resistance
    - c) Dominant ideologies
    - d) Marginal voices
  - (vi) What does e-governance primarily aim to improve?
    - a) Entertainment services
    - b) Bureaucratic expansion
    - c) Citizen services through ICT
    - d) Offline paperwork
  - (vii) The term "cyber law" refers to:
    - a) Laws of cyberspace and digital activity
    - b) Traffic laws
    - c) Civil service code
    - d) None of the above
  - (viii) What is the impact of memes in new media culture?
    - a) Legal enforcement
    - b) Humor and social commentary
    - c) News broadcasting
    - d) Academic debates
  - (ix) Which of the following is an example of microblogging?

- a) Facebook  
c) LinkedIn  
(x) Social media has evolved from:  
a) Oral storytelling  
c) Web 1.0 to Web 2.0 and beyond  
(xi) OTT stands for:  
a) Over The Time  
c) Over The Top  
(xii) Which social platform is mainly focused on professional networking?  
a) Facebook  
c) TikTok  
(xiii) OTT platforms like Netflix or Prime Video primarily distribute:  
a) Printed books  
c) On-demand video content  
(xiv) Which feature is common to both Facebook and Instagram?  
a) Blockchain transaction  
c) Morse code messaging  
(xv) Social media impacts society by:  
a) Encouraging isolation  
c) Enabling democratic participation
- b) Instagram  
d) Twitter  
b) Print journalism  
d) Analog film  
b) On The Table  
d) Online Text Tool  
b) LinkedIn  
d) Snapchat  
b) Live sport matches  
d) Classified ads  
b) Content curation via hashtags  
d) Database storage access  
b) Preventing expression  
d) Avoiding interaction

#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define e-governance. (3)
3. Summarize the role of new media in shaping popular culture. (3)
4. Define social media. (3)
5. Summarize the effect of social media on youth behavior. (3)
6. Construct about the 3C's of media convergence. (3)

OR

Discuss about the impact of new media on globalization. (3)

#### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Examine the way new media platforms are being used to promote social change and activism in India. (5)
8. Elaborate SEO writing and how is it different from traditional writing? Discuss the key elements of SEO writing in driving organic traffic to websites. (5)
9. 'Today what people fail to understand is that stating an OPINION is different from stating a FACT' – Interpret it from the perspective of freedom of speech and expression in the digital space. (5)
10. Discuss how social media affects democratic engagement. (5)
11. Assess the dual role of social media in spreading both awareness and misinformation. (5)
12. Discuss the role of new technologies, social media, and global news networks in shaping the global public sphere. (5)

OR

Discuss the idea of digital identity and digital culture with reference to linkedin and suitable examples. (5)

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