BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – M.Sc.(MSJ)-2022
Course Name – New Media
Course Code - MMSJPE201B
(Semester II)

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)   The 'first media age' talks of____. Choose the correct option.

   a) traditional media   b) one way communication
   c) linear expression   d) all of these

(ii)   Choose what does URL stand for?

   a) Universal Resource Locator   b) Uniform Resource Locator
   c) Unified Resource Locator   d) United Resource Locator

(iii)   Identify who invented WWW?

   a) Denis Mcquail   b) George Tag
   c) Tim Berners Lee   d) Phoebe Joseph

(iv)   Identify the correct answer, LinkedIn is

   a) Informal media   b) Blog for the professionals
   c) Job site   d) None of these

(v)   Identify the Hashtag sign.

   a) @   b) &
   c) %   d) #

(vi)   New media is_____. Choose the correct answer.

   a) mixture of oral and written traditions   b) multidisciplinary
   c) combines human and machine language   d) all of these

(vii)   Choose which of the following is/are not the characteristics of New media

   a) Digital   b) Interactive
   c) Virtual   d) Limited space

(viii) Choose which journalism is not bound by any ethical and professional code of conduct in new media

    a) Open source reporting   b) Citizen journalism

    c) Traditional media   d) Distributive reporting

(ix) Identify what is the proposed punishment for Cyber terrorism in IT Act

    a) 1 crore rupees penalty   b) Life Imprisonment

    c) 10 years imprisonment   d) 6 years imprisonment

(x) WAN stands for____. Select the correct answer.

    a) Wide Area Network   b) Wide and networked

    c) Wide and natural   d) all of these

(xi) e-zine is__. Select the correct option.

    a) micro-blog   b) newspaper

    c) online magazine   d) none of these

(xii) ARPA is known for____. Select the correct option.

    a) being the first to create the internet   b) creating the net in 1960s

    c) being a defence organisation   d) all of these

(xiii) Identify what web archives are

    a) Digital library   b) websites

    c) Blogs   d) Templates

(xiv) Identify what GPS stands for

    a) Global Positioning System   b) Global Positioning Station

    c) Global Posting Signal   d) Global Point Solution

(xv) Select the first generation of the web 1.0, also known as

    a) Informational web   b) Social web

    c) Communicative web   d) Sound web

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Define Media Convergence.   (3)
3. Define and describe Seo writing.   (3)
4. Describe citizen journalism   (3)
5. Write what is information society and demonstrate about its role and characteristics   (3)
6. Write any three features of a news portal.   (3)

OR

   Write about the 3C's of media convergence.   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Analyze 'digital dementia' - Is it a real condition, or just a buzzword used to describe our   (5) increasingly technology-dependent society?
8. Explain the impact of social media on the organization and mobilization of social movements. (5)
9. Describe the 5C's of New Media with suitable examples for each.   (5)
10. Describe the term 'Digital Generations' and explain their role as actors in social media.   (5)
11. Explain 'Key word' and it's importance with the use of hashtags and metadescription.   (5)
12. Examine the concept of media convergence on Web 1.0 and Web 3.0. How has the rise of   (5) artificial intelligence impacted media convergence on the web?

OR

Express the impact of social media on privacy and security. How can individuals protect their (5)
personal information on social media?

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