



BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – B.Sc.(MSJ)-Hons-2020
Course Name – New Media
Course Code - BMSJD601A
(Semester VI)

LIBRARY
Brainware University
Barasat, Kolkata -700123

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) Write what 'Multimedia' means.

- a) adding video, animation, graphics to sound ,text, pictures
b) can be online and offline
c) a multi-platform idea
d) all of these

(ii) Write the full form of 'CTR'

- a) Click To Rate
b) Click through Rate
c) Click to Rise
d) None of the above.

(iii) The world is sometimes described as "flat" because _____. Predict the correct option.

- a) easy accessibility across the world with IT
b) concepts of geography has changed
c) times have changed
d) for none of these reasons

(iv) The traditional purity and fixity of 'texts' has been replaced by _____. Relate the correct option.

- a) hypertext
b) internet
c) computer
d) none of these

(v) Write when Google was introduced.

- a) May 1996.
b) September 1997.
c) August 1998.
d) September, 1998.

(vi) Identify the appropriate option for 'LinkedIn'.

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

(vii) Identify the full form of 'emoticon'

- a) Emotional statement
b) Emotional picture
c) Emotion icon
d) All of these

(viii) Select the full form of URL stand for.

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

- (ix) Write why news today is unreliable.
- a) it is user generated
 - b) consumer is a participant
 - c) content can be manipulated
 - d) for all of these reasons
- (x) WordPress is used to create _____. Select the correct option.
- a) Films
 - b) Blogs site
 - c) virals
 - d) aesthetics
- (xi) Binary 0 and 1 is a language of _____. Select the correct option.
- a) Computers
 - b) machines
 - c) humans
 - d) none of these
- (xii) Select an appropriate characteristic of New media.
- a) Linear communication
 - b) non-linear communication
 - c) circular communication
 - d) none of these
- (xiii) Identify the difference between 'misinformation' and 'disinformation'.
- a) Misinformation is unintentionally false while disinformation is intentionally false.
 - b) Misinformation is intentionally false while disinformation is unintentionally false.
 - c) Misinformation is false information that is spread unintentionally while disinformation is false information spread intentionally with the intent to mislead.
 - d) Misinformation and disinformation are the same thing.
- (xiv) Write the full form of 'HTML'
- a) Hypertext Markup Language
 - b) Hypertext Marking Language
 - c) Hypertext Makeup Language
 - d) none of these
- (xv) Write what the 'first media age' talks about.
- a) linear communication
 - b) newspapers, radio, television, films
 - c) traditional modes of communication
 - d) all of these

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain any three sociological differences between new media & traditional media (3)
3. Identify three benefits of globalization that have been facilitated by new media technologies. (3)
4. Write any three key elements of effective writing for new media. (3)
5. "The power of social media is it forces necessary change." Interpret (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. Differentiate between the different types of digital gaps with relevant examples. (5)
8. Point out the significant trends in new media that have emerged in the recent years and how are they impacting the way one consumes and creates contents online. (5)
9. Explain crowdsourcing. Collect references of crowdsourced projects in the recent times. (5)
10. Describe the 5C's of New Media with suitable examples for each. (5)
11. Write your understandings about 'online communication ethics' with suitable contemporary examples. (5)
12. Explain SEO writing and how is it different from traditional writing? Discuss the key elements of SEO writing in driving organic traffic to websites. (5)

OR

Explain the role of reverse search in preventing and detecting online fraud and scams. (5)
How can reverse search tools be used to uncover information and verify sources in media investigation and journalism.