Term End Examination 2023-2024
Programme – M.Sc.(MSJ)-2023
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) List one primary characteristic of hypertext.
   a) Static text
   b) Non-linear text structure
   c) Only text-based
   d) Linear progression

(ii) Name a significant impact of digital texts compared to traditional texts.
   a) Less accessible
   b) More expensive
   c) Increased accessibility
   d) Lower quality

(iii) Recall the main technological advancement that enabled new media.
   a) Printing press
   b) Internet
   c) Typewriter
   d) Radio

(iv) What is the defining feature of virtual worlds?
   a) Physical presence required
   b) Interaction through digital avatars
   c) Non-interactive
   d) View-only

(v) Infer the future trajectory of media convergence.
   a) It will lead to a single media platform
   b) It will diversify media platforms further
   c) It will stagnate
   d) It will reverse, separating media types again

(vi) Show the potential of new media to alter traditional educational methods.
   a) No potential
   b) To replace traditional methods entirely
   c) To enhance traditional methods with new tools
   d) To make traditional methods obsolete

(vii) Discuss the challenges of data privacy in the context of increasing cyber threats.
   a) No challenges exist
   b) Stronger data protection laws needed
   c) Public unawareness is decreasing
   d) Businesses are not concerned

(viii) Evaluate the effectiveness of current social media strategies in reaching global markets.

    a) Highly effective

    b) Not effective

    c) Effective only in local markets

    d) Only effective in Western markets

(ix) Propose a method to use new media for effective public service announcements.

    a) Billboards only

    b) Interactive online videos

    c) Radio jingles

    d) Newspaper articles

(x) Create a framework for evaluating the success of e-governance initiatives.

    a) Based on politician's opinions

    b) Public satisfaction and efficiency measures

    c) Number of online services

    d) Cost savings only

(xi) Discover the technology that can be used to create immersive digital environments?

    a) Virtual Reality (VR)

    b) Augmented Reality (AR)

    c) Both A and B

    d) None of the above

(xii) Evaluate the potential impact of virtual worlds on society:

    a) Decreased social interaction

    b) Enhanced global connectivity

    c) Reduced digital literacy

    d) Increased physical activity

(xiii) Select the major ethical concern in new media:

    a) Composition techniques

    b) Privacy and data protection

    c) Use of perspective

    d) Colour theory

(xiv) Distinguish the primary feature of multimedia content:

    a) Text-only information

    b) Integration of text, images, audio, and video

    c) Use of traditional media only

    d) Lack of interactive elements

(xv) Examine which of the following is Photo based social media.

    a) Facebook

    b) Twitter

    c) Instagram

    d) LinkedIn

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Define virtual worlds and provide examples. (3)
3. How have new media technologies influenced language and communication? (3)
4. Explain media convergence and its significance. (3)
5. Compare and discuss some popular social networking sites. (3)
6. Differentiate between Gen - Z and Millenials. (3)

OR

Summarize any three tools for debunking fake news. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Describe the concept and history of hypertext and its impact on shaping the web. (5)
8. Name key changes in media consumption habits due to new media. (5)
9. Catagorize the various steps involved in drafting a personal blog. Provide suitable reasons in support of your answer. (5)
10. Critically evaluate the role of technological determinism in shaping contemporary society. How has technology impacted the way we live, work, and communicate? (5)
11. 'Media is now almost omnipresent & ubiquitous'. Examine. (5)
12. Critique the utility of social media analytics tools in measuring campaign success. (5)

OR

Critique the use of social media as a primary source of news consumption among younger generations. (5)

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