



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024 Programme – M.A.(ENG)-2021/M.A.(ENG)-2022 Course Name – Literature in Digital Age Course Code - MELS402 (Semester IV)

Time: 2:30 Hours Full Marks: 60

[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 Will Thomas was a v

(Multiple Choice Type Question)

1 x 15=15

- Choose the correct alternative from the following:
- (i) Identify which of the following is a digital archive.

a) JSTOR

b) NDLI

c) Britannica

- d) SCOPUS
- (ii) State what is a 'bot' in the context of cyberculture.
  - A type of computer virus
- b) An online personality created by an Al algorithm to interact with users
- c) A form of online currency
- d) A type of internet browser
- (iii) Deduce McLuhan's central argument in "the medium is the message"
  - a) That technology changes the way we think and perceive the world
- b) That content is more important than the medium
- c) That the medium is neutral and has no effect on its message
- d) That messages exist independently of their
- (iv) Assess what does McLuhan mean when he says that the medium is an "extension of man"
  - our physical abilities
  - a) That the medium is a tool that enhances (b) That the medium is a representation of our inner thoughts and emotions
  - c) That the medium is a new form of communication that connects us with others
- d) That the medium is a new sense that alters our perception of the world
- (v) Infer the term that describes the practice of using computer systems for political activism.
  - a) Cyberbullying

- b) Cyberterrorism
- c) Cyberstalking
- d) Cyberactivism
- (vi) Discuss what McLuhan means by the term "media ecology."
  - a) The study of the environmental impact of media production
- b) The study of the interrelationship between media and culture

<ul> <li>c) The study of the technological infrastructure required for media production</li> </ul>	d) The study of the psychological effects of media consumption
(vii) State the aim of Bichitra.	t to consider to a
a) To digitize all of Tagore's works	<ul> <li>b) To make Tagore's works accessible to a global audience</li> </ul>
<ul><li>c) To analyze Tagore's works in depth</li><li>(viii) Select the theme of the 3rd Chapter of Tagore's</li></ul>	d) All of the above Bichitra.
<ul><li>a) The Bengali Writing System: Fonts and OCR</li><li>c) Tagore's Text</li><li>(ix) Identify who of the following is credited with co</li></ul>	<ul><li>b) Manuscripts and Their Transcription</li><li>d) Data Management and Hyperbibliography pining the term "digital humanities".</li></ul>
a) Father Busa	b) Willard McCarty
c) Franco Moretti	d) Johanna Drucker
<ul> <li>(x) Summarize the significance of digital technology the literary mainstream.</li> </ul>	
<ul> <li>a) It allows for greater access to publish.</li> <li>c) It eliminates censorship.</li> <li>(xi) Identify what role do memes play in internet cu</li> </ul>	<ul><li>b) It provides a platform for self-expression.</li><li>d) It increases funding for literary projects</li><li>lture.</li></ul>
	b) They facilitate communication and
a) They serve as a form of digital currency.	expression of ideas in a humorous way. d) They are primarily used by businesses for
<ul> <li>c) They are used for online shopping purposes.</li> </ul>	advertising.
(xii) Examine what does Day argue about the impact	<u> </u>
a) It has led to increased social cohesion	b) It has resulted in the democratization of knowledge
c) It has caused a decline in social inequality	d) It has perpetuated existing power structures
(xiii) Write whom Cyberspace, as a mainstream term	
a) Franco Moretti	b) Johanna Drucker
<ul><li>c) William Gibson</li><li>(xiv) Examine the pioneering work by Father Roberto</li></ul>	d) Lev Manovich
<ul> <li>a) Launching Digital media for empowering individuals and promoting social change</li> </ul>	<ul> <li>b) Development of databases, concordances, and bibliographies</li> </ul>
c) The invention of the personal computer	<ul> <li>d) Processing textual data with IBM punch cards</li> </ul>
(xv) Examine Day's critique of the concept of 'cyberg	ounk'.
<ul> <li>a) It is a valid genre that accurately represents cyberculture</li> </ul>	b) It fails to capture the complexities of cyberculture
c) It promotes unrealistic expectations of cyberculture	d) It is irrelevant to discussions of cyberculture
	p-B
(Short Answer Ty	pe Questions) 3 x 5=15
2. Articulate the concept of E-Poetry.	(3)
3. Discuss the significant contribution of the pioneers horizon of Digitalisation of Literature.	
<ol><li>Measure how digital literature challenged tradition Room.</li></ol>	nal notions by the first SMS novel Cloak (3)
5. Examine how the concept of cyberculture has bee	
media, such as globalization and the rise of social in 6. Evaluate the role of randomness in the library's second	

_

	O.K		
	Assess the narrator's perception of the library's organization.	(3)	
Group-C			
	(Long Answer Type Questions)	5 x 6=30	
7.	Discuss how McLuhan's theory intersect with notions of globalization and cultural change	(5)	
8.		5 (5)	
9.		(5)	
10	. Discuss some key elements of successful interactive novels.	(5)	
	. JStor has been a game-changer in terms of providing access to scholarly articles and primary sources. Assess what are some of the challenges and opportunities presented by digital archives like Jstor.	(5)	
12	. Analyze the challenges or limitations associated with audiobooks.	(5)	
	OR		
	Discuss how audiobooks cater to different audiences, such as children, adults, and visuall impaired individuals.	y (5)	