



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 4th Semester Examination, 2023

CC8-MASS COMMUNICATION AND JOURNALISM

NEW MEDIA

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *four* questions from the following

3×4 = 12

1. What are the two characteristics of computer-mediated communication (CMC)?
2. What do you understand by the term "user generated context"?
3. Write a brief history of "YouTube".
4. What do you understand by the term 'piracy in new media'?
5. What is a 'blog'?
6. What is alternative journalism?

GROUP-B

Answer any *four* questions from the following

6×4 = 24

7. What are the advantages of computer-mediated communication?
8. Write a note on media convergence in New Media.
9. Write in brief the history of Internet.
10. What are the techniques used for effective writing in New Media?
11. Write the use of 'hypertext' in New Media.
12. What are the steps to be followed by a website designer to design a proper website?

GROUP-C

Answer any *two* questions from the following

12×2 = 24

13. Write a note on digital archives and what are its importance in today's world.
14. Write in detail about information society and its advantages and disadvantages.
15. Write a note on authorship in the age of new media.
16. Write in detail the growth and popularity of new media in India.

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