



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Programme 4th Semester Examination, 2023

**DSC1/2-P4-MASS COMMUNICATION AND JOURNALISM**

**INTRODUCTION TO 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 is a Vlog?
2. Define Web 2.0.
3. What do you understand by the term E-Democracy?
4. What is hypertext?
5. What is alternative journalism?
6. What are the two characteristics of CMC?

**GROUP-B**

**Answer any four questions from the following**

6×4 = 24

7. Write down the advantages of Computer Mediated Communication.
8. What do you understand by the term ICT and what are its key features?
9. What are the steps to be followed for designing an effective website?
10. Write a note on New Media and democracy.
11. Write in brief the history of Internet.
12. Explain clearly how a blog is created and promoted.

**GROUP-C**

**Answer any two questions from the following**

12×2 = 24

13. What do you understand by the term "Information Society" and what are its advantages and disadvantages?
14. What is authorship and what is the role of authorship in digital India?
15. Write a note on the ethics to be followed in Social Media.
16. Discuss the growth and popularity of new media in India.

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