



**UNIVERSITY OF NORTH BENGAL**  
B.A. Programme 4th Semester Examination, 2021

**DSC4-MASS COMMUNICATION AND JOURNALISM**

**INTRODUCTION TO NEW MEDIA**

Full Marks: 60

**ASSIGNMENT**

*The questions are of equal value.  
The figures in the margin indicate full marks.*

**Answer any *three* questions**

20×3 = 60

1. Provide a brief history on the evolution of internet and its effect in society. 20
2. Explain clearly how a blog is created and promoted. 20
3. In the light rising fake news culture explain the significance of ethics to be followed in new media. 20
4. Explain Web Writing, its techniques and storytelling structures. 20
5. Comment on Digital media and its impact in today's world. 20

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