



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 4th Semester Examination, 2022

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. Write down two advantages of computer-mediated communication (CMC). 3
2. What are the two characteristics of Information Society? 3
3. What do you understand by the term E-Democracy? 3
4. What is hypertext? 3
5. What is linear writing in new media? 3
6. Explain the term “navigation” with reference to website designing. 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. Define the term Computer Mediated Communication and what are its main characteristics? 6
8. Define WEB 2.0 and what are the elements of WEB 2.0? 6
9. Write a note on ethics and social media. 6
10. Write a brief history of Blogging. 6
11. What are the advantages of Digital Archives? 6
12. Write a note on new media and activism. 6

GROUP-C

Answer any two questions from the following

12×2 = 24

13. Write in detail on the history of internet. 12
14. What do you understand by Information and Communication Technologies (ICT) and what are its advantages and disadvantages? 12
15. What is authorship and what is the role of authorship in digital media? 12
16. Write a note on the content strategy for a website and what are the main strategies followed by designer to develop a good website? 12

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