



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Programme 4th Semester Examination, 2022

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 hypertext? 3
2. What is a 'vlog'? 3
3. Define web 2.0. 3
4. What is citizen journalism? 3
5. What do you understand by the term CMC? 3
6. What is digital activism? 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. What are the various ethics to be followed in social media? 6
8. Define New Media. What are the effects of New Media in our society? 6
9. Write a history of blogs. 6
10. What are the important characteristics of CMC? 6
11. What do you understand by the term "information society"? 6
12. Explain briefly the concept of open source. 6

GROUP-C

Answer any two questions from the following

12×2 = 24

13. Explain the problems and challenges of authorship in the digital age. 12
14. Write in detail the history of internet. 12
15. Write a note on new media and democracy. 12
16. What do you understand by the term ICT and what are its advantages and disadvantages? 12

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