**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2020**

**MMC 301: NEW MEDIA**

Time: **3 Hours** Total Marks:**70**

*The figures in the right-hand margin indicate marks for the individual question.*

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1. Answer the following questions: 1x9=9

1. Name the person associated with the origin of WWW . When did WWW come into being ?
2. Which of the following statement regarding communication convergence bill is correct-

i. Communication convergence bill, 2001 was drafted to replace

all other acts with a single law to cover the entire ICT sector

ii. However, the bill was not passed

iii. The bill attempted to increase government’s arbitrary control

over converged sector of communication including content.

(a) All (i). (ii). (iii) are correct

(b) (ii) and (iii) are not correct

1. Find the correct function of Web Browser:

i. Search and access to a Web-server

ii. Loading, formatting, and displaying HTML-document

iii. All the above

iv. None of the above

1. Write the full form of SWAYAM.
2. Write the difference between ARPANET and USENET.
3. Write one characteristic of Wiki technology?
4. “Internet is different from intranet”. How?
5. What is Podcasting.
6. In relation to website, what does RSS refer to?

2. Write short notes on **any six** of the following : 6x5=30

1. Characteristics of New Media
2. Impact of Mobile Journalism in society
3. Web 2.0 as a tool for online participation
4. Impact of digital media on music

**P.T.O**

1. Implication of New Information and Communication technologies in re-engineering governance
2. Internet as a tool for activism
3. Pros and Cons of Social Networking sites

3. Answer **any three**  of the following: 3x7=21

1. “Digital advertising has overtaken the traditional advertising”- Make an assessment on various types of digital advertising tools that companies/media house may use to increase the consumption of the service. Discuss the role of e-commerce marketing ideas to increase online sales.
2. Discuss the relationship between broadband and bandwidth with reference to some government schemes and intervention to bring telecommunication revolution in India.
3. “Disinformation, misinformation and mal-information are different from journalism.”- Make a comparative assessment among different forms of disinformation and misinformation in the wake of new media technologies.
4. Critically examine the virtual classroom as an enabler as well as constraint for different individuals and groups for communication, based on access and effective use.

4. Answer **any one**  of the following:

1. Do you think, citizen journalism has enhanced the grassroots democracy in India? Support your argument with examples. Examine the difference between citizen journalism and mainstream journalism. Suggest how citizen journalism can complement the mainstream journalism. 5+2+3= 10
2. What is defined as “sensitive personal information” under section 43A of draft rules, published by Ministry of IT, India in 2011? Identify and reflect on the provisions in IT Act, India that provide protection against violations of privacy. Discuss some merits and demerits of growing surveillance of government and corporates on online platforms. 2+3+5= 10

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