WEST BENGAL STATE UNIVERSITY

B.A. Honours 4th Semester Examination, 2020

JORACOR08T-JOURNALISM AND MASS COMMUNICATION (CC8)

INTRODUCTION TO NEW MEDIA

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.

1. Answer any *five* questions from the following: 2×5 = 10

   (i) The "http" you type at the beginning of any site's address stands for

   (A) Hyperspace terms and technology protocol

   (B) HTML transfer protocol

   (C) Hypertext transfer protocol

   (D) Hyperspace techniques and technology progress

   (ii) A unique number consisting of four parts separated by dots is

   (A) IP Number   (B) IP Fuzzy

   (C) IP frames   (D) IPA Number

   (iii) A type of web page that serves as a publicly accessible personal diary or journal for an individual

   (A) Cache   (B) File extension   (C) Frames   (D) Blogs

   (iv) The concept of Internet began in the year

   (A) 1990   (B) 1980   (C) 1950   (D) 1953

   (v) The web 2.0 refers to websites that emphasizes

   (A) UGC   (B) Interoperability

   (C) Static websites   (D) None of these

   (vi) The first type of digital journalism is called

   (A) Hypertext   (B) Teletext

   (C) News text   (D) None of these

   (vii) Bebo is a _____.

   (A) Social media   (B) News portal

   (C) Song App   (D) None of these

(viii) The full form of ARPANET is

(A) Advanced Research Project agency network

(B) Active Reach Power agency network

(C) Advanced Reach Project Agency Network

(D) None of the above

(ix) Facilitation of interpersonal communication

(A) Facilitation of interpersonal communication

(B) Responsiveness to the user

(C) Complexity of choice availability

(D) All of the above

(x) The main characteristic of blogs

(A) Decentralized type of news   (B) Narrative Style

(C) Personalization   (D) All of these

2.   Answer any *four* questions from the following: 10×4 = 40

(a) Define Online journalism and its advantages.   10

(b) What are the difference between e-newspaper and web-newspaper? Enlighten the future aspects of e-newspaper in India.   5+5

(c) Write short notes on: 2×5=10

     (i) Graphics

     (ii) Hyperlink

     (iii) WWW

     (iv) News portal

     (v) Search engine.

(d) Explain the basic principles of web writing.   10

(e) Explain the impact of new media on the already established mainstream media.   10

(f) Discuss the unique characteristics of Internet as a mass medium.   10

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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