



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 6th Semester Examination, 2021

**JORACOR13T-JOURNALISM AND MASS COMMUNICATION (CC13)**

**ADVANCED 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) Which of the following is not a Digital art?  
(a) GIF (b) Fractal Art (c) Fresco (d) Pixel art
- (ii) The tendency of an image, video, or piece of information to be circulated rapidly and widely from one internet user to another is known as  
(a) popularity (b) virality (c) spread (d) rapidity
- (iii) The electronic settings in which a group of people can work together, even when they are not present in the same place and time is known as:  
(a) media space (b) virtual space (c) digital space (d) e-space
- (iv) The integrated intelligence master database structure for counter-terrorism purpose connecting databases of various core security agencies under Government of India is  
(a) MASTERGRID (b) INTELGRID (c) POWERGRID (d) NATGRID
- (v) The principle that Internet service providers must treat all Internet communications equally, and not discriminate or charge differently is known as  
(a) Net equality (b) Net neutrality (c) Net duality (d) Net solidarity
- (vi) Participatory culture opposes  
(a) Consumer culture (b) Community culture (c) Mass culture (d) Media culture
- (vii) The blog which focuses on the use of still images dominantly is known as  
(a) video blog (b) photo blog (c) e-album (d) Meme blog
- (viii) Example of a microblogging platform is  
(a) Facebook (b) Instagram (c) Twitter (d) Pinterest
2. Answer any **four** of the following questions: 10×4=40
- (i) What is digital divide? How it has impacted the education system recently? 4+6
- (ii) Do you agree that Social Media has taken the participatory culture to next level? 10  
Answer with proper examples.

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| (iii) What is digital fandom? How it differs from traditional fandom?           | 4+6 |
| (iv) What are the steps required for creating and promoting a Video blog?       | 10  |
| (v) What are the steps required for curating a film festival?                   | 10  |
| (vi) What is mass surveillance? How privacy gets affected by mass surveillance? | 4+6 |

**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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