

Roll No.

Total Pages : 2

771104

January 2023
MA(JMC) 1st SEMESTER
New Media (JMC-104-21)

Time: 3 Hours]

[Max. Marks. : 75

Instructions :

- 1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- 2. Answer any four questions from Part-B in detail.*
- 3. Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Meaning of New Media. (1.5)
(b) What is meant by E-Society. (1.5)
(c) Explain online communities. (1.5)
(d) Meaning of social networking sites. (1.5)
(e) What is meant by social bookmarks. (1.5)
(f) What do you understand by bulletin boards. (1.5)
(g) Define alternative media. (1.5)
(h) Meaning of design identity. (1.5)
(i) What you meant by Mojo. (1.5)
(j) Importance of homepage of a website. (1.5)

PART-B

2. (a) Discuss the concept of social media. Describe its advantages. (10)
(b) What is a blog? Discuss the various types of blogs. (5)
3. (a) Write a short note on the do's and don'ts of online journalism. (5)
(b) What do you understand by computer mediated communication. (10)
4. "Digital technology has brought a dynamic change in our lives". Discuss how? (15)
5. (a) Explain the concept of negative and positive space in designing. (5)
(b) Mention in detail about virtual community. (10)
6. (a) Elaborate the concept of design aesthetic with examples. (10)
(b) Explain the impact of new media on society. (5)
7. "In this era of information explosion internet has created a new world of knowledge" Elaborate it with suitable example. (15)