Dec 2022
B.A.(JMC)-5th sem
NEW MEDIA (BJMC-305-21)

Time: 3 Hours

Max. Marks:75

Instructions: **1.** It is compulsory to answer all the questions (1.5marks 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

Q1	(a)	Define New Media.	(1.5)
	(b)	What does Hash tag mean?	(1.5)
	(c)	Write the full form of CMS.	(1.5)
	(d)	What does User Generated Content mean?	(1.5)
	(e)	Give at least five examples of Artificial Intelligence.	(1.5)
	(f)	Define Digital Divide.	(1.5)
	(g)	Define Wikis.	(1.5)
	(h)	Define IOT.	(1.5)
	(i)	Write the difference in Digital Media, New Media and Online Media.	(1.5)
	(j)	What do you understand by E-Publication?	(1.5)

PART-B

Q2 **(a)** What is 'New' in New Media? Give a detailed account on the characteristics of online medium (10)

(b) Critically examine the impact of New Media on the democratic communications across the world. (5)

Q3 **(a)** What is User Generated Content? Explain the characteristics of 'Prosumers'. (5)

(b) What are the "Online Communities"? How is online activism being increasingly used for sustaining social change movements? Support your answer with suitable examples. (10)

Q4 What are the common uses & applications of AI? How AI works in Media & Education. Write a relation in between AI & IOT. (15)

Q5 **(a)** "Internet has brought about a revolutionary change in the way we communicate". Comment. (5)

(b) Discuss the major developments that took place in society during 3G,4G &5G (10)

Q6 **(a)** How Crowd Sourcing & Crowd Funding are inter related? Explain with suitable examples. (10)

(b) Write the difference in Augmented Reality & Virtual Reality in detail.. (5)

Q 7   Write short note on the following: 5 × 3= 15

(a) Digital Divide
(b) MOOC
(c) Automatic Captioning