

Roll No.

Total Pages : 3

351305

December 2023

BA. (JMC)-IIIrd Semester

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

1. (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)

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- (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

- 2. (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)
- 3. (a) Write the difference between Blogs & Microblogs. Write the areas where we can use both. (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)
- 4. What are the common uses & applications of AI? How AI works in Media & Education? Write a relation in between AI & IOT. (15)
- 5. (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)

- 6. (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)
- 7. Write short note on the following :
 - (a) Influence of New Media on Thinking buying Behaviour.
 - (b) MOOC.
 - (c) Media Convergence. (5×3=15)