Sr. No. of Question Paper : 574   **G**

Unique Paper Code   : 2032182302

Name of the Paper   : Introduction to New Media

Name of the Course   : **Bachelor of Arts (Honours) Journalism – DSC**

Semester   : III

Duration : 3 Hours   Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. This question paper contains **2 parts. Both** parts are compulsory.

3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.

4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

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PART A

1. What is New Media? Why is New media important for contemporary society?

OR

Explain the evolving ethical standards and principles that guide ethical conduct in the digital age and the role of regulation and self-regulation in maintaining ethical standards.

2. How is piracy challenging authorship in digital era? Explain with suitable examples.

OR

What are the primary copyright issues and challenges that arise in the digital media landscape.

3. Discuss the challenges and opportunities associated with online reporting in the digital age.

OR

Write a short note on any TWO :

(i) Copyright

    (ii) Digital Archives

    (iii) Blogs

    (iv) Social Media Conflicts

PART B

4. "We shape our tools and they in term shape us". Critically analyse this statement in context of Technological determinism.

OR

'The world is now a Global village with Internet'. Do you agree? Comment with reference to the concept of a networked society.

5. Discuss various strategies and methods used to monetise new media in the digital age. Provide examples and analyse their effectiveness in generating revenue for content creators and various platforms.

OR

How has the authorship changed in Digital Age? In your opinion what are the implications of this for human creation and creativity?

6. Discuss the Content strategy involved while content designing web content. Carefully analyse the importance of audience analysis for a web portal.

OR

Explain the key characteristics and best practises of effective web writing. Discuss the evolving trends and how they impact user experience.

7. Write note on any **TWO** :

(a) Digital Archives

(b) Linking

(c) Multiplier Effect

(d) Mobile Mediated Communication

OR

Define the role of advocacy journalism in shaping public opinion and influencing social and political change. Examine the benefits and drawbacks of advocacy journalism in today's media landscape.