

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1392

H

Unique Paper Code : 11011401

Name of the Paper : Introduction to New Media

Name of the Course : B.A (H) Journalism

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

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 ANY THREE 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 15 marks each.

PART A

Answer any THREE questions : (3×10=30)

1. Discuss the potential benefits and limitations of mobile mediated communication.
2. Critically analyze the idea of participatory culture.

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3. How has the concept of authorship changed in the digital age? Discuss with reference to copyright and copyleft.
4. A multimedia story uses a combination of video, images and audio to tell a story - elaborate.
5. What are the strategies and techniques of promoting a blog?

PART B

Answer any **THREE** questions: (3×15=45)

6. What is new media? Elaborate on various principles of new media.
7. Discuss the idea of online communities with suitable examples.
8. What are the various ethical concerns with respect to new media? Explain with examples.
9. How are linear and non-linear writing used in writing for the web? Giving examples, discuss their advantages and limitations.
10. What are the key considerations and steps to be followed when setting up a website for a good user experience? Elaborate with examples.

(300)