

# END TERM EXAMINATION

FIFTH SEMESTER [BA(JMC)] DECEMBER 2024

Paper Code: BA(JMC)-301

Subject: Basics of New Media

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write short notes on any five of the following: (5×5=25)
- (a) Internet Forum
  - (b) Paperless Journalism
  - (c) Copyleft
  - (d) Information Society
  - (e) Blogs
  - (f) Web Audience Measurement
  - (g) Internet Characteristics

## UNIT-I

- Q2 Discuss the various types of Online Communication. Explain the examples of Web 1.0 to 3.0. (12.5)

OR

"Communication technology has brought about dynamic changes in our society". Discuss how? (12.5)

## UNIT-II

- Q3 What do you mean by IT ACT 2000? Describe in detail the different dimensions of cybercrime. (12.5)

OR

Discuss the concept of Cyber Journalism. Describe in detail reporting and editing for e-papers, websites, and news portals. (12.5)

## UNIT-III

- Q4 "ICT and its applications have brought about revolutionary changes in the way we communicate". Comment. (12.5)

OR

What is New Media? Discuss the importance of convergence. (12.5)

## UNIT-IV

- Q5 Discuss the present scenario of WAM with creating and promoting a blog. (12.5)

OR

Write in detail the elements and principles of website design with suitable examples. (12.5)

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