



WEST BENGAL STATE UNIVERSITY
B.A. Honours 4th Semester Examination, 2021

JORACOR08T-JOURNALISM AND MASS COMMUNICATION (CC8)

INTRODUCTION TO NEW MEDIA

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (i) In the development of facebook, Mark Zuckerberg was associated with
(A) Eduardo Saverin (B) Dustin Moskovitz
(C) Chris Hughes (D) All of these
- (ii) URL stands for
(A) Universal Research Locator (B) Uniform Research Locator
(C) Universal Research List (D) Universal Resource Locator
- (iii) Internet Explorer is a type of
(A) Operating System (B) Browser
(C) Compiler (D) Networking Site
- (iv) _____ is an instant messaging application used for chatting.
(A) Snapchat (B) LinkedIn (C) WhatsApp (D) Youtube
- (v) Social networking site that is used by professional
(A) Facebook (B) WhatsApp (C) LinkedIn (D) Hangouts
- (vi) Instagram was developed by
(A) Mark Zuckerberg (B) Kevin Systrom
(C) Brian Acton (D) Jan Koum
- (vii) Mobile phone is an example of
(A) Traditional media (B) Conventional media
(C) Broadcasting media (D) New media
- (viii) Sending an E-Mail is similar to
(A) Writing letter (B) Chatting
(C) Talking on the phone (D) All of these

2. Answer any **four** questions from the following: 10×4 = 40
- (a) Explain the roles of social media in the social development. 10
- (b) What is New Media? How it is different from the conventional media? 4+6
- (c) Do you think the arrival of internet brings modernity in the education system? Justify your answer with proper example. 10
- (d) What is Blog? Is Blogging a new form of journalism? Justify your answer. 4+6
- (e) Discuss briefly how social media bring revolution in the field of communication. 10
- (f) Write short notes on: 2×5 = 10
- (i) Facebook
- (ii) WhatsApp
- (iii) Computer mediated communication
- (iv) Web 2.0
- (v) Interactivity.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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