

End Semester Examination, 2016  
Department of Mass Communication and New Media  
Central University of Jammu

Course No: PGMCM3C004

Max. Marks: 100 Marks

This paper consists of three sections: A, B and C

Title: Advanced New Media & Digital Journalism  
Max. Time: 3 Hours

Section- A

1.5×10=15

Q.1 Each question carries ONE and HALF marks. Choose the correct answer.

- i) Who is the CEO of the online shopping portal. PayTM.  
a) Vijay Shekhar Sharma  
b) Kiran Mazumdar Shaw  
c) Satya Nadella  
d) None of these
- ii) ----- is the set of telecommunication technologies which allow two or more locations to communicate by simultaneous two-way video and audio transmissions.  
a) Video-conferencing  
b) Social TV  
c) Tele-conferencing  
d) None of these.
- iii) What is the full form of CCTV?  
a) Closed Circuit Television  
b) Circuit Compact Television  
c) Circular circuit Television  
d) None of these.
- iv) Which among these is ~~not~~ a form of traditional mass media.  
a) Internet  
b) Puppetry  
c) Online Shopping  
d) All of these
- v) Who among these is the director of the documentary film 'India's Daughter' by BBC.  
a) Nisha Pahuja  
b) Leslee Udwin  
c) Mira Nair  
d) None of these
- vi) ----- is becoming the preferred term for a range of media practices that employ digital technologies and the computer in some way or another.  
a) New Media  
b) Folk media  
c) Print media  
d) None of these
- vii) Mobile content includes -----  
a) Ringtones  
b) Games  
c) GPS navigation  
d) All of these
- viii) Who is the author of the book 'Networks without a Cause'?  
a) Lev Manovich  
b) Manuel Castells  
c) Geert Lovink  
d) None of these
- ix) The use of digital technology to distribute or project motion picture is referred as  
a) Digital Cinema  
b) Analog Cinema  
c) Experimental Cinema  
d) None of these
- x) While new media fiction is related with 'imaginative narration', the new media documentary is related with -----  
a) Facts and figures  
b) Poetry  
c) Short stories  
d) None of these

Section- B

Each question in this section carries EIGHT marks.

8×5=40

Q.2 a) What do you understand by 'Internet Governance'? Discuss different regulatory frameworks with the emphasis on India.

OR

b) Write an essay on the 'Net Neutrality' debate and 'Internet. Org'. Explain with examples.

**Q. 3** a) What do you understand by 'Digital Cinema'? Differentiate between 'New Media Fiction' and New Media Documentary' with suitable examples.

OR

b) Who are the new media practitioners? Explain this statement in reference to the forms and practice of new media.

**Q. 4** a) New media has a crucial role in our day-to-day life. Substantiate your arguments with examples and explain the new media framework.

OR

b) What are the elements of 'Trans-media Narratives'. Substantiate it with examples and the relevance of new media in it.

**Q. 5** a) What are the different barriers to New Media. Explain it with appropriate examples.

OR

b) What is the role of new media in socio-economic development? Elaborate.

**Q. 6** a) What is 'Cyber Activism'? Explain the Information Technology act, 2000 and its section 66A.

OR

b) Write an essay on the 'Growing Personal Sphere' and 'Online Communities in contemporary Scenario.

### Section- C

**Each question in this section carries FIFTEEN marks.**

**15×3=45**

**Q.7** Write a short essay on the future trends in journalism and the role of social media in it.

**Q.8** What is 'Mobile Content' and 'Podcasting'. Discuss them in relationship with new media.

**Q.9** Explain the 'Static' and 'Dynamic' platforms in new media with suitable examples.

**Q.10** What is 'New Media Ecology'? Discuss the new media framework and its expanse in today's times.

**Q.11** What is a 'Social Media Network'? Discuss its characteristics in detail.