

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages: 02

Total No. of Questions: 09

BA (JMC) (Sem. – 4)
ADVANCED NEW MEDIA
Subject Code: BAJMC-401-18
M Code: 77443
Date of Examination: 13-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Short questions:

- a) Digital Media
- b) Online Media
- c) Internet
- d) Ethics
- e) Multimedia
- f) Linear
- g) Storytelling
- h) Networked Society
- i) Web Writing
- j) Blogs

SECTION-B

2. Define New Media with suitable definitions.
3. What is alternative journalism, explain with appropriate examples.
4. Explain the importance of social media for society.
5. Elucidate the brief history of Blogging.
6. Define online communities in detail.

SECTION C

7. Explain the process of creating and promoting a blog.
8. Define digital archives and also discuss its importance.
9. What do you understand from virtual culture and digital journalism?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.