

**Exam. Code : 217803**

**Subject Code : 5634**

**M.A. Journalism & Mass Communication 3<sup>rd</sup> Semester**

**NEW MEDIA TECHNOLOGY**

**Paper—II**

Time Allowed—Three Hours] [Maximum Marks—75

**Note** :—Attempt **ONE** question each from Sections A, B, C and D. The **fifth** question can be attempted from any section. Each question carries **15** marks.

**SECTION—A**

1. Discuss in detail the various characteristics of new media that differentiate it from traditional mainstream media channels.
2. Elaborate on the following concepts :
  - (i) Information Superhighway
  - (ii) Communication Technology
  - (iii) Virtual Communities.

**SECTION—B**

3. Discuss in detail various social networking sites that are being used as a parallel to mainstream media channels.

4. Explain the following in detail :

- (i) E-Governance
- (ii) Citizen Journalism
- (iii) Multimedia.

#### SECTION—C

- 5. Discuss critically how social media has given people the platform to express themselves freely.
- 6. Do you think government should control and regulate social media content ? Discuss critically.

#### SECTION—D

- 7. What are Cyber Laws and their role in combating cyber-crimes ?
- 8. How have online editions affected the economy of newspaper industry ? Discuss critically.