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( July )

MEDIA TECHNOLOGIES

( Honours )

( Introduction to New Media )

( MT-403 )

( Under Revised Syllabus )

Marks : 55

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. Write short notes on the following :  $2\frac{1}{2} \times 4 = 10$

(a) Web 2.0

(b) Emoji

(c) Cyber culture

(d) Copyright

2. Define new media. Explain briefly the characteristics of new media. Write a short note on www.  $4+5+2\frac{1}{4}=11\frac{1}{4}$

*Or*

What do you understand by social media?  
What are the characteristics of social media?  
Write a short note on impacts of social media in society.  $3+5+3\frac{1}{4}=11\frac{1}{4}$

3. Trace the key historical developments on the Internet leading to new media.  $11\frac{1}{4}$

*Or*

What is ICT? Write briefly on how ICT affects our daily life. What is a digital divide? Highlight four key factors leading to digital divide.  $2+3+2+4\frac{1}{4}=11\frac{1}{4}$

4. What do you understand by a blog? Briefly trace the history of blogging. How do blogs work? Differentiate between blogs and Web sites.  $2+3+3+3\frac{1}{4}=11\frac{1}{4}$

*Or*

Discuss how new media has changed journalism.  $11\frac{1}{4}$

( 3 )

5. What do you understand by social media activism? Discuss with the help of any two recent case studies how social media has been used as an effective tool for social change and public support. What is slacktivism?  $3+6+2\frac{1}{4}=11\frac{1}{4}$

*Or*

What do you understand by the use of new media for social inclusion? Explain.  $11\frac{1}{4}$

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