**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2020**

**MMC 301: NEW MEDIA**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks for the individual question.*

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1. Answer the following questions: 1x9=9

1. The word cyber comes from the Greek which means\_\_\_\_\_\_\_. (Fill up the blanks from the appropriate option below)
2. to steer
3. cyberworld
4. cybernetics
5. to digitize
6. All the above
7. CHAT mode is an example of \_\_\_ . (Fill up the blanks from the appropriate option below)
8. synchronous text based CMC
9. asynchronous text based CMC
10. an interpersonal communication system
11. a dialogue sociality
12. All the above
13. In which year the IT act was formulated in India ?
14. What do you understand by search directories?
15. Mention the year of establishment of cybercafé in India?
16. Write the full form of GPRS.
17. What is Dial-Up?
18. “Tagging is different from Taxonomy”- how?
19. Explain “Crowdsourcing”?

2. Write short notes on **any six** of the following : 5x6=30

1. Blog and Wiki.
2. Why new media is “new”?
3. Impression management function of SNS
4. Interpersonal components of New Media
5. Multimedia as an integral feature of New Media
6. Web as an information tool

**P.T.O.**

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**P.T.O.**

1. Synchronous vs asynchronous communication
2. Web produces dislocation of identity and community.

3. Answer **any three** of the following:

1. How traditional media giants enjoy several distinct advantages over new media firms in relation to development of new business models? Make an assessment on the influence of digital technology and internet on the entertainment industry. 3+4= 7
2. “Social media is a blessing of modern life which has changed the life of its users.”- Do you agree to the statement? Critically examine the social and psychological impact of online social

networking services. 2+5= 7

1. Make an assessment on the availability of security and privacy settings in the social media for the users. Is there a need for user’s education in social media? – Support your argument with examples .

4+3=7

1. Make a comparative assessment among different forms of disinformation and misinformation. Explain how disinformation can be fueled by new technology. 3+4= 7

4. Answer **any one** of the following:

1. “A developing country can become industrialized and modernized if it can extensively develop e- commerce and e-governance applications.” Do you agree to the statement? Make a critical assessment on the accessibility aspects of “e-commerce” and “e-government” from user’s perspective. 10
2. Do you think access to digital technologies will lead to use? Write your views. Discuss the types of disparities in the access to digital technologies. 3+7= 10

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