

Tezpur University
Semester End Examination, Spring 2023
MMC 301: New Media

Total Marks: 70

Time: 3 hours

Please read the questions carefully before answering. Entire answer to a question should be given together

1. Answer any ten of the following:

10x1=10

- a) "Internet is different from intranet" - How?
- b) When was the IT act formulated?
- c) When did the communication for convergence bill pass?
- d) Write one characteristic of Wiki technology.
- e) Write the difference between ARPANET and USENET.
- f) Write the full form of SWAYAM.
- g) When was cybercafé introduced in India?
- h) What is the benefit of creating RSS?
- i) Describe the feature 'permalink' in blog.
- j) Write the difference between Nupedia and Wikipedia.
- k) "Tagging is different from Taxonomy" - how?
- l) Explain "Crowdsourcing"?

2. Write short notes on any five of the following:

5x4=20

- a) Characteristics and common functions of New Media
- b) Impact of Mobile Journalism in society
- c) Differences between the New Media and Mass Media
- d) Differences between Blog and Wiki Technology
- e) Podcasting is not only a converged medium but also a disruptive technology
- f) Internet as a tool for activism

3. Write any four of the following:

4x10=40

- a. Discuss the importance of cyber law in India. Critically examine the status of internet censorship with reference to the merits and demerits of growing surveillance of government and corporates on the uses of online platforms in India. 10
- b. "Disinformation, misinformation and mal-information are different from journalism." - Make a comparative assessment among different forms of disinformation and misinformation in the wake of new media technologies. 10
- c. "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. 5+5
- d. Examine the difference between citizen journalism and mainstream journalism. Suggest how citizen journalism can complement the mainstream journalism. 5+5
- e. "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. 10
