



Derozio Memorial College
UGC Sponsored B.Voc in Broadcast Journalism
Part -III Examination, 2020
Subject GE 6: Advanced New Media

Time Allotted: 2 hours

Full Marks: 50

(The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.)

- 1. Answer any five (05) of the following :-** **2X5=10**
- a) _____ is an umbrella term which includes different kinds of technologies.
- i) Old Media
 - ii) New Media
 - iii) Social Media
 - iv) None of the above
- b) Define podcasts.
- c) Who were the first members of facebook?
- d) What is the full form of OTT?
- e) What do you mean by the word ‘blogging’?
- f) Discuss two limitations of ‘Twitter’.
- g) Discuss the term ‘plagiarism’?
- h) Discuss two advantages of ‘mobile journalism’.
- 2. Write short notes on any two (2) of the followings :-** **5x2=10**
- a) Main characteristics of Social Media.
 - b) Facebook as medium of Mass Communication.
 - c) Cyber Security.
 - d) Website.
 - e) Digital Divide.
- 3. Answer any two (2) of the followings :-** **15x2=30**
- a) Discuss the functions of participatory journalism.
 - b) “The phenomenon of citizen journalism will provide the next big challenge to redefine journalism”. –Comment.
 - c) Explain the basic principles of writing for web.
 - d) Explain the characteristics of new media as a medium of mass communication.
 - e) Effective blogging requires special skills and concepts – discuss.
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