**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN)2023**

**MMC/MAMCD 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 any fourof the following*:* 1x4=4 *4x1=4*
   1. Write the difference between disinformation between misinformation.
   2. Cite an example of when the internet is used as a tool for activism.
   3. Write the difference between web1.0 and web 2.0.
   4. What is podcasting?
   5. What is Internet Protocol?
   6. Describe DNS.
2. Write short notes on **any six** of the following: 5x6=30 *6x5=30*
   1. Information literacy vs Computer literacy
   2. Social Media Consumption and Mental health
   3. Digital Natives Digital Immigrants
   4. Information Society
   5. Perceived strengths and weaknesses of wiki technology
   6. AI in Higher Education and allied field
   7. Differences between the New Media and Mass Media
3. Examine different forms of Media convergences and their implications for the future. Briefly write the emerging scenario of newsroom convergence across the world. 4+4=8 4+4=8*4+4=8*
4. Examine the difference between citizen journalism and mainstream journalism. Discuss the variety of citizen journalism practiced online and via the web and suggest how various new media tools and technologies can complement mainstream journalism.4+4=8

5. Write the characteristics and common functions of New Media. Discuss the evolution and growth of new media in India vis a vis world. 4+6=10

6. Do you think access to digital technologies will lead to meaningful use? -Write your views. Discuss two theoretical frameworks, the Diffusion of Innovation and the TAM model concerning the diffusion and adoption of digital technologies in a region. 2+4+4=10

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