**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING 2023)**

**MAMCD/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: - 1x10=10
2. Which of the following statement about the communication convergence bill is correct-
3. Communication convergence bill, 2001 was drafted to replace all other acts with a single law to cover the entire ICT sector
4. However, the bill was not passed
5. The bill attempted to increase government’s arbitrary control over converged sector of communication including content.

1. i., ii., and iii are correct

2. ii., and iii. are not correct

1. Which of the following statements is correct about the function of Web Browser:
2. Search and access to a Webserver.
3. Loading, formatting, and displaying HTML-document.
4. Above two statements are correct.
5. Above two statements are not correct.
6. Write one characteristic of Wiki technology.
7. Write the difference between ARPANET and USENET.
8. Write the full form of SWAYAM.
9. What is the benefit of creating RSS?
10. Describe the feature ‘permalink’ in blog.
11. Write the difference between Nupedia and Wikipedia.
12. Describe Podcasting.
13. Blog is different from Wiki-How?
14. Write short notes on **any four** of the following: - 4x5=20
15. Characteristics of New Media
16. Digital advertising and Subscription tools in Newsroom

P.T.O**.**

1. Forms of disinformation and misinformation
2. Web 2.0 as a tool for participation online
3. Internet as a tool for activism
4. Answer **any four** of the following: -
5. Discuss the evolution and growth of new media/digital media in India vis a vis world. 10
6. Discuss different forms of participatory journalism practiced online that are equivalent to citizen journalism. Examine the difference between citizen journalism and mainstream journalism. Suggest how citizen journalism can complement the mainstream journalism.

3+4+3=10

1. Discuss the role of ICT in development emphasizing on the role of mobile phone and mobile journalism in society. Discuss some government schemes and intervention to bring telecommunication revolution in India. 6+4=10
2. Critically examine the virtual classroom as an enabler as well as constraint for different individuals and groups for communication, based on access and effective use. 5+5=10
3. What is defined as ‘sensitive personal information’ under section 43A of draft rules, published by Ministry of IT, India in 2011? Identify and reflect on the provisions in IT Act, India that provide protection against violations of privacy. Discuss some merits and demerits of growing surveillance of government and corporates on online platforms.

3+2+5=10

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