TU/CODL/MMC/SPR/2017

TEZPUR UNIVERSITY
Semester End Examination (Spring) 2017
MMC 301: New Media

Time: 3 Hours **Total marks: 70**

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

1. **Fill in the blanks** **1 x 10=10**
   i) The full form of ARPA is_____
   ii) HTML is used to create_____
   iii) In internet terminology, **IP** means _____
   iv) The term Web 2.0 was coined in 2005 by_____
   v) E-mail is an _____ computer mediated communication
   vi) _____ is a microblog.
   vii) Facebook is a _____
   viii) The abbreviation HTTP stands for_____
   ix) Broadband speed is measured in _____
   x) The term Public Sphere was originally coined by_____

2. **Write short notes (*Any Four*)** **4 x 4=16**
   i. New media and activism
   ii. Imagined community
   iii. Wiki
   iv. Blogging
   v. Locative media
   vi. Bandwidth

3. **Answer the following in 200 words (*Any Four*)** **6 x 4=24**
   a) Trace the history and growth of internet.
   b) Discuss the various characteristics of New Media.
   c) Is internet a new public sphere in today's contemporary world? Explain.
   d) Explain the implications of digital culture on society.
   e) Elaborate the positive consequences of Computer Mediated Communication.

4. **Answer the following questions (*Any Two*)** **10 x 2 =20**
   A) How has convergence affected the newsroom culture?
   B) Describe the growth of telecommunications in India.
   C) Describe the features which differentiates Web 2.0 from Web 1.0.

****