

Sl. No. of Q.P. : 7586

Unique Paper Code : 1011302  
Name of the Paper : New Media  
Name of the Course : BA (Hons) Journalism and Mass Communication  
Semester : V  
Duration : 3 hours  
Maximum Marks : 75

F-7

### Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Each section is compulsory.
3. All questions carry equal marks.

#### **Section A**

1. What are the basic features of new media?

15 M

OR

New media networks have initiated what is now known as the “flow economy”. Explicate.

#### **Section B**

2. “Welcome to convergence culture, where old and new media collide, where grassroots and corporate media intersect, where the power of the media producer and the power of the media consumer interact in unpredictable ways.” Comment on this quote.

15 M

OR

Short Notes on two of the following

- a. Lossy Compression
- b. Social TV
- c. Webcasting
- d. Satellite Radio
- e. New Media Art.

### **Section C**

15 M

3. Snowden's revelations indicate that new media technologies are intrinsic to questions of surveillance, governance, and national security. Justify.

OR

The Digital India Programme is an update on the 2006 National E-Governance Plan. Comment.

### **Section D**

15 M

4. Discuss the Open Source/Open Access movement.

OR

How has the digital sphere been mobilized in light of digital activism?

### **Section E**

15 M

5. What is the network society? How has it altered the ways in which media firms operate?

OR

While discussing cyber cultures does the concept of the real and the virtual still hold? Discuss this in relation to categories of space, time and identity.