



WEST BENGAL STATE UNIVERSITY
B.A. Honours 4th Semester Examination, 2022

JORACOR08T-JOURNALISM AND MASS COMMUNICATION (CC8)

INTRODUCTION TO 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** questions from the following: 2×5 = 10
 - (a) Define network journalism.
 - (b) What is copy left?
 - (c) What is online journalism?
 - (d) Give four examples of open source.
 - (e) Define blog.
 - (f) What is social networking site?
 - (g) What is URL? Explain with example.
 - (h) What are the features of web 2.0?

2. Write short notes on any **two** from the following: 5×2 = 10
 - (a) Computer mediated communication
 - (b) Contextualized journalism
 - (c) Authorship in digital age
 - (d) Online communities.

3. Answer any **three** questions from the following: 10×3 = 30
 - (a) What are the differences between linear and non-linear writing? What are the features of web writing? 5+5
 - (b) What are the steps of creating a website?
 - (c) What are the strategies of becoming successful blogger?
 - (d) What is User generated content? Explain its importance with example.
 - (e) What are the characteristics of online journalism? Why online journalism is gaining popularity?

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

—x—