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Or

- (b) Outline the major stages of website development.
How does the workflow progress from conceptualization to publication on the web?

7. (a) Write Notes on **ANY TWO** :

- (i) Online Activism
- (ii) Advocacy Journalism
- (iii) Blogs and Vlogs

Or

- (b) In what ways does the multiplier effect of new media reshape narratives in contemporary society?
Give reasons in support of your answer.

(700)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5161

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Unique Paper Code : 2032182302

Name of the Paper : Introduction to New Media

Name of the Course : **Bachelor of Arts (Honours)**
Journalism

Semester : III

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer **ALL** the questions in Part A and **ANY THREE** questions in Part B.
4. Question in **Part A** carry **10 marks each** and question in **Part B** carry **20 marks each**

P.T.O.

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Part A

1. (a) What is the concept of networked society? Illustrate your answer with examples from social media.

Or

- (b) Explain Mobile-Mediated Communication. Evaluate its benefits and limitations in contemporary society.

2. (a) Discuss the importance of digital archives in journalism. Give appropriate examples.

Or

- (b) Explain the concept of piracy in the digital age. How does it affect journalism?

3. (a) Write short notes on content strategy and audience analysis in web design.

Or

- (b) Discuss the key features of online reporting. How is it different from traditional reporting?

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Part B

4. (a) Examine the major recent trends in social media with reference to contemporary digital practices. Support your answer with examples

Or

- (b) How has technological determinism influenced social and cultural change in India? Discuss with relevant examples from media, communication, and everyday life.

5. (a) Examine the role of copyright, copyleft, and open-source in shaping ethical and professional practices in journalism.

Or

- (b) How do new media platforms generate revenue through monetization? Discuss the ethical challenges linked to these practices.

6. (a) "The success of a digital news story lies in its interactivity." Critically examine how hyperlinks, multimedia elements, and embedded tools shape the reader's experience. Illustrate your answer with a case study of one multimedia story.

P.T.O.