

P.G. Semester-II Examination, 2023
Journalism and Mass Communication

Course ID : 23652 Course Code : JMC202C

Course Title : Digital Media

Time : 2 Hours Full Marks : 40

The figures in the right-hand margin indicate marks.

*Candidates are required to give their answers in
their own words as far as practicable.*

Answer **all** the questions.

UNIT-I

1. Answer any **one** of the following questions :

10×1=10

- a) Write a brief note on the "Inception of Internet".
10
- b) Write short notes on: 5×2
- i) Hyper text
- ii) Interactivity.
- c) Write a brief note on WWW and its importance
on the growth of internet. 10

UNIT-II

2. Answer any **one** of the following questions:

10×1=10

- a) Write the recent nature and characteristics of
online platforms. 10
- b) Write a brief note on social networking sites
and its importance. 10
- c) Write short notes on: 5×2
- i) Micro blogs
- ii) Vlogs

UNIT-III

3. Answer any **one** of the following questions:

10×1=10

- a) What is web journalism? Write the advantages
and disadvantages of web journalism. 2+8
- b) Write the techniques of writing content for web
portals. 10
- c) Write short notes on: 5×2
- i) Online news portal
- ii) Blogs

UNIT-IV

4. Answer any **one** of the following questions:

10×1=10

- a) Do you think citizen journalism or mobile journalism has created a tough competition for traditional media? 10
- b) What is cyber crime? Write the different types of cyber crime. 2+8
- c) Write short notes on: 5×2
 - i) Digital Divide
 - ii) OTT
