



WEST BENGAL STATE UNIVERSITY

B.A. Honours 6th Semester Examination, 2022

JORACOR13T-JOURNALISM AND MASS COMMUNICATION (CC13)

ADVANCED 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) Which country proposed the 'Social Media (Basic Expectations and Defamation) Bill 2021'?
 - (b) Recently, Ministry of Information and Broadcasting has launched its account in which social media platform to counter fake news.
 - (c) Discuss briefly the effect of the Internet upon the public sphere.
 - (d) What is the name of the process by which we acquire a sense of identity and become members of society?
 - (e) Which geographic region has the highest number of Internet users?
 - (f) Which country is set to create its own social media platform called 'Jogajog'?
 - (g) What is the disparity that results from one group's access to digital technology and another group's lack of access known as?
 - (h) What is a discussion or informational site published on the World Wide Web known as?

2. Write a short notes on any **two** of the following: 5×2 = 10
 - (a) New Media
 - (b) Digital Fandom
 - (c) Social Media Culture
 - (d) Cybersecurity.

3. Answer any **three** questions from the following: 10×3 = 30
 - (a) What is participatory culture? How have different scholars attempted to define it?
 - (b) Are contemporary social media truly participatory? Discuss.
 - (c) Describe the evolution and current role of different media, like newspapers, television and new media.
 - (d) Does the new media coverage increase the objectivity of the media and information provided to the public?
 - (e) Discuss Digital Individualism vs. Privacy.

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.*

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