**TU/CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2019**

**MMC 301: NEW MEDIA**

Time: **3 Hours** Total Marks: **70**

*Please read the questions carefully before answering. Entire answer to a question should be given together*

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**Section A**

1. Objective Type Questions 1x9=9

a) WWW provides-

i) Graphical interface that allows incorporating references to text,

graphics, sound etc.

ii) Create ‘links’ from one piece of information to another

iii) Both i and ii are correct

iv) Both i and ii are false

b) XML refers to-

i) Extensible markup language that allows web designers to create

their own tags.

ii) A standard that makes web a platform for participation.

iii) Both i and ii are correct

iv) Both i and ii are false

c) HTML was first proposed in the year \_\_\_\_\_\_\_\_\_ by a researcher

named\_\_\_\_\_\_\_\_\_\_\_

i) 1989, Tim Berners Lee

ii) 1990, John Licklider

iii) 1962, Manuel Castells

iv) 1969,Vannevar Bush

d) W3C refers to-

i) World Wide Web consortium

ii) W3 Conference

iii) Web3 Creation

iv) World Wide Web conference

e) The permalink is the permanent link generated by the blogging

system. State True or False.

**P.T.O**.

f) Web browser is a web client program that enables it to download

and to display the web page of your request. True or False.

g) Write the full form of Wi-Fi.

h) What is Dial-Up?

i) The full form of GPRS is\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Section B**

2. Write short notes on **any six** of the following: 5x6=30

1. Importance of citizen journalism
2. Gatekeeping vs gate watching
3. New media vs old media
4. Search engine optimization
5. Internet peeping tom
6. Grammar of your first webpage
7. Invisible audiences

**Section C**

3.Answer **any three**: 7x3=21

1. Discuss some characteristics of wiki that makes it distinct from other forms of web publishing tools.
2. Discuss some properties of web 2.0 technologies in facilitating network effects.
3. Discuss how blog is different from journalism. Do you think if blog can contribute to innovative journalism? Explain with examples.
4. What do you understand by social networking site? Examine the challenges that social networking sites present for users by publishing content on its site.

**Section D**

4. Answer **any one**: 10x1=10

1. Discuss different stages of evolution of web with reference to its effects on user participation.
2. Examine the emerging scenario of media convergence across the world.

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