

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1366

**H**

Unique Paper Code : 11011602

Name of the Paper : Advanced New Media

Name of the Course : **B.A. (Hons) Journalism**

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

**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 **Any Three** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 15 marks each.

## Part A

1. Write short notes on **any two** : (5×2=10)
- (a) Gaming and player culture
  - (b) Utopian- Dystopian interface
  - (c) Video Blogging
  - (d) Cyber security
  - (e) Memes
  - (f) Digital Fandom
  - (g) Digital Public Sphere and democracy
2. Do you think digital inequality deserves a place alongside more traditional forms of inequality? Explain with examples.
3. What are memes? How are memes different from viral digital objects? Elaborate with examples.

4. The shift from analogue to digital has occurred on two related levels: a symbolic one and a literal one. With reference to this statement, discuss the impact of the digital on digital art and cinema in detail with relevant examples.
5. What does privacy mean in the digital age? How has digital surveillance complicated our understanding of privacy?

### Part B

6. New media technologies such as the World Wide Web are slowly becoming the major site of identity-construction and maintenance. Do you agree with the statement? Do you think that the social media perpetuate existing gender stereotypes online as well? Discuss.
7. Discuss in details some important strategies of design, exhibition and distribution while creating a website-based project of your choice. Outline and justify the kind of online platform, content, digital objects (such as memes, GIFs, etc.) timeline of postings you used for this project.

8. How does fan culture perpetuate through digital media? Explain with the help of relevant case examples.
9. Has the new media public sphere increased or decreased the inclusion and representation of disadvantaged groups? Explain with the help of various social movements taking place across the globe.
10. What is net neutrality? What is the stance of various stakeholders in the debate of net neutrality?