Sardar Parte University
Examination December 2020
Class: TY BA (advanced) 5th semester

Subject: Journalism and Mass Communication
Paper: introduction to New media   paper Code : UA05CEJM21
Day : Saturday   **Date: 26/12/2020**   **Time: 10 am to 12 am**

Total marks: 60

Q1 WRITE 20 OUT OF 20 (each carry one mark)

1. Which of the following term is used to describe the ability to use the Web to deliver live or delayed versions of sound or video broadcasts?
    A. Webcasting
    B. Clickable Interactive
    C. Pod card
    D. LAN

2. "The producer selects a series of photos and audio sound bites that complement one another, as the photos advance automatically, the corresponding audio plays." It relates to which one of the following type of online storytelling?
    A. Narrative Slideshows
    B. Print Plus
    C. Live chats
    D. Clickable Interactives

3. "Questions to answer here is: Who is the messenger? Who is the target group?" refers to which of the following stage of online storytelling?
    A. Creative production
    B. Choice of media
    C. Objective
    D. Publishing

4. Visual material, sound, graphics are produced in which one of the following stage?
    A. Creative production
    B. Story Structure
    C. Editing
    D. Choice of Media

5. Context, roles, message and plot of the story are defined in which one of the following stage?
    A. Message Construction
    B. Creative production
    C. Story Structure
    D. Objective

6. Which of the following is the basic form of online storytelling used by every major news site?
    A. Clickable interactives
    B. Print Plus
    C. Multimedia interactives
    D. Interactive webcasts

7. Bolger is most visited website for new Gen bolger ?

        A.   True   B. False

8. Which of the following term refers to a list of links to other blogs is often?

        A. Blogroll

        B. Blogosphere

        C. Tags

        D. Blogging

9. In which of the following order, postings are displayed in web logs?

        A. Reverse chronological order

        B. Non Sequential manner

        C. Forward keying

        D. External characters

10. Which of the following term refers to a single message entered into a network communications system?

        A. Posting

        B. Tag

        C. Keyword

        D. PTC

(11)   Who developed World Wide Web?

        (a) Tim Cook (b) Tim Berners Lee (c) Tim Leopold (d) Tim Osgood

(12)   The full form of ERNET is ....

        (a) Electronics Research Network (b) Erasmus Research National Educational Technology (c) Emerald Rumsfield Network (d) None of these

(13)   The first effective long distance computer network was ....

        (a) ARPANET (b) APRANET (c) ARNET (d) ERENET

(14)   .... was a browser which opened doors of web wide to the world.

        (a) Netscape Navigator (b) Netscape Eligator (c) Netscape Curator (d) None of these

(15)   Blog is a personal online journal/webpage for general public consumption. True or false?

(16)   Podcast is an audio file that is automatically received from the internet. True or false?

(17)   Android 7 is also known as Android Oreo. True or false?

(18)   Wikipedia is owned by Facebook. True or false?

(19)   Convergence is a mix of print and audio-visual media. True or false?

(20) Apple company had filed a plagiarism case against Samsung company on the issue of copyright design of smart phones. True or false?

Q2 : suppose you want to make news application for that what are the step you will take to promote your news application as well as what are things kept in mind for making it rich in content. (15 marks)

OR

Q2: why Indian media organization are coming up with news application. Find out appropriate reasons.

Q3 write short notes any 5 (25 marks)

1) Write 150 words of news website story on US ELECTION 2020

2) How to break story on news application   3) Write 5 flash news on India vs Australia 2020 series

4) what is SMO   5) Screen Time Selling   6) Detecting Fake News on Social Media

7) MOJO   8) LinkedIn Corporation

———— ✗ ————

[2]