

Ex/MAS/PG/1.5/2024

**MA IN JOURNALISM & MASS COMMUNICATION
EXAMINATION, 2024**

(1st Year, 1st Semester)

NEW MEDIA AND ITS APPLICATION

PAPER : PG/1.5

Time : 2 Hours

Full Marks : 40

Answer **Question No. 1** and any **one** from the rest.

1. Answer any **four** from the following : $5 \times 4 = 20$

- (a) Digital divide
- (b) Internet and WWW
- (c) Difference between the fourth and fifth generation of computers
- (d) Internet security
- (e) Internet protocols
- (f) Search engine marketing

2. Define computer networks. Discuss the administration of the Internet. What are some of the implications of internet and new media on society? $5+5+10=20$

(2)

- 3.** What are different aspects that you need to keep in mind while developing a website for journalism purposes? What are some of the ethical considerations of a new media journalist? $10+10=20$

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