2021

APPROACH TO NEW MEDIA TECHNOLOGIES

Full Marks: 60

Time: 2 hours

The figures in the margin indicate full marks for the questions.

A. Multiple Choice Questions   1 x 20=20

  1. New media text are based on

      a. Digital codes

      b. Theoretical class

      c. Formula

      d. Virtual value

  2. Converting continuous data into a numerical representation is called

      a. Conversion

      b. Translation

      c. Addition

      d. Digitalization

  3. Which one is the example of Automation?

      a. Physical labour

      b. Software programme

      c. Driving

      d. Typing

  4. New media primarily based on

      a. News media

      b. Printed books

      c. Internet

      d. Movies

  5. New media exists on two different layers. One is computer layer. Other is…

a. Cultural layer

b. Regional layer

c. Social layer

d. Religious layer

6. What is known as the GENRE of New Media?

a. News papers

b. Social media

c. Blogs

d. Database

7. New Media technology includes.

a. Mobile phone

b. Computer

c. Digital camera

d. All of the above

8. Which of the following is linked with open source technology

a. Linux

b. Windows

c. Apple

d. Adobe

9. Interaction and interface are related to

a. Radio

b. Digital media

c. Movies

d. News media

10. Which of the following could be termed as new media art

a. Sound art

b. A canvas Painting

c. A book

d. A craft art

11. An animated movie follows which of the following principles

a. Transcoding

b. Automation

c. Modularity

d. Numerical representation

12. The publishing on YouTube is called

   a. Blog

   b. Vlog

   c. Article

   d. Journal

13. Which of the following is not a social media

   a. Facebook

   b. Instagram

   c. WhatsApp

   d. Banking app

14. GPS map system may be termed as

   a. New media technology

   b. New media tools

   c. New media gadgets

   d. New media art

15. Which of the following is not a new media gadget.

   a. Mobile phone

   b. Digital camera

   c. Tablet

   d. Printed newspaper

16. In the recent times the Advertising industry has been influenced most by

   a. News papers

   b. Magazines

   c. Social media sites

   d. Billboard and posters

17. New media changes the way we see

   a. Marketing

   b. Movie

   c. Sports

   d. All of the above

18. Google classroom is a kind of

   a. Online schooling

   b. Online marketing

    c.   Online banking

    d.   Online singing

19. Which of the following is not an online video conferencing tool.

    a.   Zoom

    b.   WhatsApp

    c.   Facebook

    d.   Phone SMS

20 Which of the following influences new language of cinema?

    a.   YouTube

    b.   WhatsApp

    c.   Telegram

    d.   Gaming app

B.   Very short answer type   2*6=12

1. Name 5 principles of new media

2. Name 5 new media technologies that you have experiences.

3. Name 5 new media gadgets that you have seen.

4. Name 3 social media sites or apps.

5. Name 3 examples of Automation.

6. Name 3 examples of Transcoding.

C   Short answer type.   4*7=28

1. Define any one principle of New Media.

2. Describe 4 differences of traditional news media and modern news media.

3. Describe 4 advantages of digital media over print media.

4. Give 4 key factors to justify why social media is good.

5. Give 4 differences between Blog and Vlog.

6. Give 4 differences between new media art and traditional art.

7. What is New Media technology? Define in brief.