Total No. of printed pages = 6

END SEMESTER EXAMINATION – 2020

Semester : 6th (Old)

Subject Code : AMT-607

CONCEPT OF NEW MEDIA

Full Marks – 70

Time – Three hours

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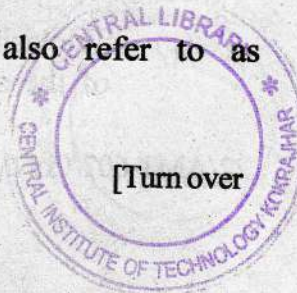for the questions.

Instructions :

1. *All* questions of PART–A are compulsory.

2. Answer any *five* questions from PART–B.

PART – A

Marks – 25

1. Fill in the blanks :   1×7=7

   (a) The term "New media" came into prominence
       usurping the place of " _____ " in the
       fields of business and art in the mid-1990s.

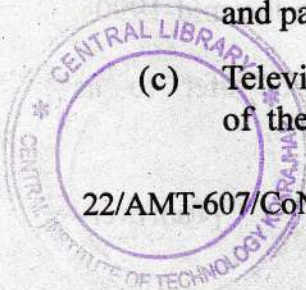   (b) Traditional media are also refer to as
       _____ .

[Turn over

(c) A _____ does not have content in the way that a newspaper has articles or a television has programs, yet it is a medium that has a social effect.

(d) The Internet paved the way for faster communication and the creation of the _____.

(e) Data are the collection of _____.

(f) _____ is an artistic discipline in which sound is utilised as a primary medium.

(g) Any one is freely licensed to use, copy, study, and change the free and open source software in any way as the _____ is openly shared.

2. Write true or false :   1×7=7

(a) Media greatly affect our lives because they have the powers to influence our thoughts.

(b) 'Factum-Arte' is a group who uses digital technology to reproduce ancient artefacts such as sculptures, monuments, bas-reliefs and paintings.

(c) Television advertisement is a good example of the so called New Media.

22/AMT-607/CoNM (O)   (2)

(d) A database is an organized collection of data, generally stored and accessed electronically from a computer system.

(e) Principle of Modularity defines new media that can not represent themselves independently but combined together to represent a single piece.

(f) Virtual reality is a simulated experience that can be similar to or completely different from the real world.

(g) Network is also one of the characteristic of New Media.

3. Answer in single sentence each : 1×6=6

(a) What is an Installation Art ?

(b) What is an Omni Touch ?

(c) What does an overhead projector (OHP) use to enlarge image on a screen ?

(d) What are the full form of HCI and GUI ?

(e) Define Cyber culture.

(f) What do you mean by Open-source software ?

22/AMT-607/CoNM (O)   (3)   [Turn over

4. Choose the correct answer from the given choice :

1×5=5

(a) Which one of the following is not of the so called Big Four technology companies ?

   (i) Facebook   (ii) Amazon

   (iii) Google   (iv) Microsoft

(b) The first portable computer was the _____

   (i) MIT Suitcase Computer

   (ii) IBM 5100

   (iii) IBM 1130

   (iv) KayPro

(c) Early films were once called _____.

   (i) persistence   (ii) virtuals

   (iii) teleplays   (iv) photoplays

(d) The goal of VR is to foster in the viewer a sense of _____.

   (i) communication   (ii) presence

   (iii) perception   (iv) perspective

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(e) Internet culture is also the study of various social phenomena associated with the Internet and other new forms of the _____ communication.

    (i) social   (ii) network

    (iii) tele   (iv) visual

PART – B

Marks – 45

5. (a) What are the principles of New Media ? Explain briefly.   5

   (b) Write a short note on Net Art with an example.   4

6. (a) Discuss with examples the advantages of New media from your own experience. 6

   (b) Discuss with suitable examples about Hypertextual.   3

7. What are the different types of Representation ? Explain in details with examples.   9

8. Write a brief history of moving image development upto the present digital form.   9

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9. Explain in brief about the concept of "Global village". 9

10. Discuss your own innovative concept of improving an existing media or create a new media for the future. Elaborate in details. 9

11. Write a brief note on the works of any contemporary New Media artist with some relevant works. 9

12. Why New Media is called so ? What are the characteristic of New Media ? 9

13. Write in brief about the evolution of New Media with supporting examples. 9