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AMT-607/ItNM/6th Sem/2018/M

## INTRODUCTION TO NEW MEDIA

Full Marks – 70

Time – Three hours

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

### Instruction :

- Illustrate your answer with suitable sketches and examples wherever necessary.

PART – A

Marks – 25

Objective/MCQ/One word/One sentence type.

1. Choose the correct answer :  $5 \times 1 = 5$

- (i) New media relates to
- (a) Internet media
  - (b) Radio programmes
  - (c) Dance and drama
  - (d) Music and arts

[Turn over

- (ii) Converting continuous data into numerical representation is called
- (a) Mechanisation
  - (b) Digitization
  - (c) Conversion
  - (d) Modification
- (iii) In principles of new media, modularity refers to
- (a) decoding files
  - (b) encrypting data
  - (c) combining different media altogether
  - (d) compiling movie files
- (iv) Post-production process of animation movies apply
- (a) Principles of Automation
  - (b) Principles of Modularity
  - (c) Principles of Variability
  - (d) Principles of Numerical representation

(v) Changing one file format to another is called

- (a) Modularity                      (b) Encryption  
(c) Formatting                      (d) Transcoding

2. Give *two* examples each for the following :

2×5=10

- (i) Numerical representation  
(ii) Automation  
(iii) Modularity  
(iv) Variability  
(v) Transcoding

3. Give five examples of new media devices we use with very short description.

2×5=10

PART – B

Marks – 45

**Short/Medium/Long answer type.**

1. Define new media as you understand it. Describe positive and negative influence of new media on our society. Give at least five points for each side.

5+5=10

2. (a) Describe five principles of new media with appropriate example. 5×3=15

Or

- (b) Interactivity of products or in simple "User Interface" of products has been constantly changing with the change of technology that we use now-a-days. You can take the example of mobile phones as how it changed in last five years. Discuss how changes of interactivity influence our daily life. Give your answer in key points with appropriate illustrations wherever required.

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3. What is new media art installation? Explain in your own understanding with appropriate examples. 10

4. (a) Representation of new media contents have been always influenced by ever changing technology. Thus the relationship between various new media contents also got influenced. Discuss with appropriate example, how the relationship between representation of different new media contents changed with technology. 10

Or

- (b) All the digitized contents that we access or use today are just digital data with numerical form of "zero" or "one". So basically database is the new form of library where information have been stored in digital format. Discuss how database impacts on digital contents. Give your answer in key points.

10

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