

Total No. of printed pages = 5

19/5th Sem/DAMT504

2021

CONCEPT OF NEW MEDIA

Full Marks – 100

Time – Three hours

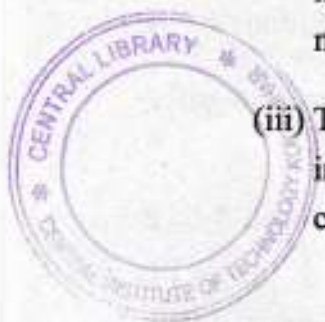
The figures in the margin indicate full marks for the questions.

Answer any *five* questions.

1. (a) What do you mean by Media ? What are its different types ? 5
- (b) Xerox machine failed initially before becoming one of the most popular copying machine later on. Why ? 5
- (c) Why is cave painting regarded as the first glimmers of graphic communication ? 4
- (d) Why new age is also called as the information age ? 4
- (e) Explain OOH and where is it used ? 2

[Turn over

2. (a) Elaborate with example why new media is also called as communications technology or digital technology. 4
- (b) What is the concept of "One black box" theory ? 6
- (c) How the New media is changing the way people across the world are entertained and consume information ? Give suitable examples. 10
3. (a) Write true or false : 1×5=5
- (i) The quality of digital objects and materials continues to match the cultural fascination with likelihood and hypersensate representations in all media.
- (ii) Digital games are a part of everyday media culture and a unique type of new media.
- (iii) The cinema as the reform of the theatre in the sense that early films were once called "imageplays".



- (iv) Many cyber enthusiasts assert that the web and computer applications are creating a fake digital culture that will revolutionize commerce, education, and social relationships.
- (v) Shopping, learning, and business are not far away once we enhance our virtual reality abilities.
- (b) What is remediation ? Give an example in related to new media form. 5
- (c) Explain in details the evolution of the media and how does it become new media ? What are the advantages and disadvantages of the new media ? 10
4. (a) Discuss any two contemporary new media artists with their works. 5
- (b) What is an Abbreviations and Acronym ? Explain internet slang. 5
- (c) What are the various forms of representation ? Describe each with relevant examples. 10

5. (a) How is the computer database superior over the traditional form ? 5
- (b) Name the Big Four technology companies. Explain in brief why they are so famous. 5
- (c) Explain the different milestones of Technology in Communication with appropriate examples. 10
6. (a) Write short notes on any *two* of the following : 5×2=10
- (i) Give an example of interactive movie with justification.
- (ii) How the introduction of the movable type revolutionize the media ?
- (iii) Explain the global village concept in brief.
- (iv) What do you mean by Automated journalism ?
- (v) Explain the concept of cyberspace backlash.
- (b) What are the principles of the New Media ? Explain each with examples. 10



7. (a) Why the new media is also called the half-truth identities ? How the old media does still plays its role in the new age ? 10
- (b) What is the future of digital cinema and what are the possibilities in the coming time ? Give a brief background of its history and the futuristic prospect ? 10

