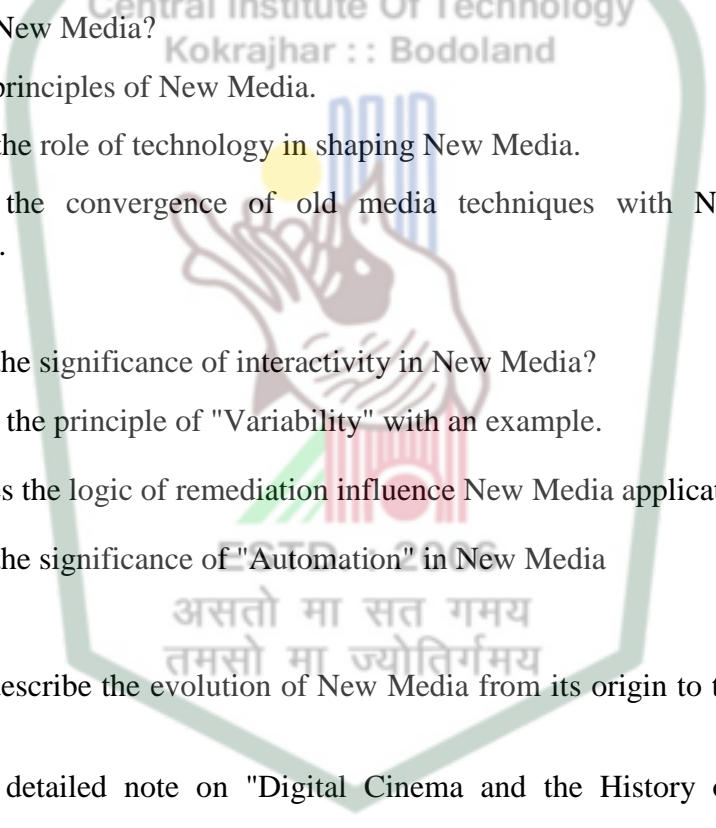**2024**

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 is New Media?	5
	b)	List the principles of New Media.	5
	c)	Explain the role of technology in shaping New Media.	5
	d)	Explain the convergence of old media techniques with New Media practices.	5
2.	a)	What is the significance of interactivity in New Media?	5
	b)	Describe the principle of "Variability" with an example.	5
	c)	How does the logic of remediation influence New Media applications?	5
	d)	What is the significance of "Automation" in New Media	5
3.	a)	Briefly describe the evolution of New Media from its origin to the modern era.	8
	b)	Write a detailed note on "Digital Cinema and the History of Moving Image."	6
	c)	What is the "new language of cinema," and how does it differ from traditional film language?	2+4
4.		Discuss the following forms of New Media.	4x5=20

i) Websites and Blogs

ii) AR/VR

iii) Social Media

iv) Streaming Media

5. a) How does New Media culture differ from traditional media culture?   6

    b) Discuss the concept of "Digital Dialectic" in the context of New Media.   6

    c) How has New Media transformed traditional forms of storytelling? Provide   4+4
        examples.

6. a) Design a hypothetical "Social Campaign project". Briefly describe the   20
        concept behind your project, tools and technologies to be used to create it,
        and how will interactivity be incorporated to engage the audience.

(or)

    b) Design a hypothetical Interactive Storytelling application for children.   20
        Briefly describe the theme or storyline, the interface design and explain
        which New Media principles (e.g., variability, automation) will play a role
        in your design?

7. Explain the following :

    i)   Role of open-source software in New Media projects.   10

    ii) Discuss the impact of modern technology on communication media   10
         like TV and cinema.