

Total number of printed pages: 1 Programme (PG)/2nd/MMD202

2025

APPROACH TO NEW MEDIA TECHNOLOGIES

Full Marks : 100

Time : Three hours

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

Answer any five questions.

1.	a	New media technologies are constantly evolving. When TV was introduced in the early 1950s in the American market it was one of the most admired technology product. But now this product evolved into a whole new dimension. Describe how TV viewing has changed in the recent times with the evolution of internet technology.	10
	b	OTT platform is one of the most popular media now-a-days for TV viewers. Discuss about its good and bad influence on our society.	10
2	a	List out the five principles of New Media.	5
	b	What is transcoding? Describe with examples.	5
	c	Where do we use Automation in our daily life? Explain with example.	5
	d	Modularity makes New Media data flexible. Explain.	5
3	a	New Media Art is one of the most exciting subject to explore now a days. Discuss in brief any one of the famous New Media Art and its significance.	10
	b	Evolution of Digital cinema changed the scenario of watching movies. Discuss what digital cinema is, and how the cinema technology revolutionized with digital cinema.	10
4	Write short notes on the following.		
	a	Google pay	5
	b	WhatsApp	5
	c	Instagram	5
	d	Make my trip	5

5	Explain the following in your own understanding.	
	a	GPS as a social media application. 8
	b	YouTube changing the language of Cinema. 6
	c	Smart phone as the modern smart office for business. 6
6	a	Advertising is one of the most demanding and commercially profitable way to market a new product. New media provides new scopes to the field of advertising world. But conventional advertising also act effectively in many cases depending on the subject. How will you decide in the field of advertising whether to go for new media application or conventional media technique for agriculture based products? Explain with justification. 10
	b	Phone pay, card pay and cash pay. Discuss the advantages and disadvantages of all these three modes of payment with appropriate justifications. 10
7	a	What is New Media money? Describe in terms of UPI payment system. 10
	b	Discuss any two schemes of the Government which are directly connected to New Media. 10