No. of Printed Pages—2

412 (NMC)

[20-HKPGDEO–M2S(O)21J]

MMC/PGDMC 2nd Semester (Old) Exam., 2020

MASS COMMUNICATION

[MMC/PGDMC (S2) 08]

(New Media and Computer Application)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) Can digital media be referred to as a new media? State briefly why.

(b) Who invented offset printing? Where is it mostly used?

(c) What is the utility of a PowerPoint presentation?

(d) What are the different types of computer, based on purpose and use?

(e) What is the difference between Systems Software and Application Software?

(f) What do you mean by a computer programme?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) How has photojournalism been influenced by new media technologies?

(b) What are the advantages of computer?

(c) What is the impact of convergence on print media?

(d) Name any four legal restrictions on softwares.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) What are the basic components of MS-Word?

(b) Why is a lot of emphasis given on digital technology rather than on analog technology in the present times?

(c) Explain the 'Radio In A Box' concept.

(d) What are the basic characteristics of online journalism?

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) What do you mean by digital photography? What are its advantages?

(b) "The biggest ethical question that arises in online journalism is the debate between speed and accuracy." Explain.

(c) Analyse the impact of online newspapers on traditional newspapers and news websites.

(d) What are the advantages of desktop publishing?

(e) What are the different types of printing technology?

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