RAMAKRISHNA SARADA MISSION VIVEKANANDA VIDYABHAVAN

Class Test 2022

Journalism and Mass Communication- Honours

Sem -VI

Paper – JORACOR13T

Advanced New Media

FM:10 Time: 20min

**Answer the following MCQs.**

1. The integrated intelligence master database structure for [counter-terrorism](https://en.wikipedia.org/wiki/Counter-terrorism) purpose connecting databases of various core security agencies under [Government of India](https://en.wikipedia.org/wiki/Government_of_India)

a) MASTERGRID

b) INTELGRID

c) POWERGRID

d) NATGRID

2. Example of a microblogging platform is

a) Facebook

b) Instagram

c) Twitter

d)Pinterest

3. Today, the most popular social networking site is

(i) MySpace

(ii) Twitter

(iii) Weibo

(iv) Facebook

1. The sociology of the internet concerns the analysis of virtual

(a) kingdoms and domains,

(b) communities and worlds,

(c) groups and universe,

(d) clusters and globe

5. Which of the following is not a Digital art?

a) GIF,

b) Fractural Art,

c) Fresco,

d) Pixel art

6. The culture of the upper classes is known as

1. Lofty culture
2. High culture
3. Positive culture
4. Upper culture

7. The concept of a ‘media iceberg’ regarding digitization of media refers to

1. The slow speed of change seen in major media organizations
2. The way that traditional media organizations are heading towards a figurative ‘iceberg’ that will eventually sink them
3. The so called media ‘ice age’ that was experienced in the era of mass communication during most of the 20th century
4. The changes seen in production of content from largely analog to largely digital production & distribution.

**8.** The electronic settings in which a group of people can work together, even when they are not present in the same [place](https://en.wikipedia.org/wiki/Location_%28geography%29) and [time](https://en.wikipedia.org/wiki/Time) is known as:

a) media space

b) virtual space

c)digital space

d) e-space

**9.** Participatory culture opposes

1. Consumer culture
2. Community culture
3. Mass Culture
4. Media culture

**10.** Socialization is the process by which people acquire

1. Culture
2. Language
3. Values
4. Norms

11. What technology field is concerned with social media privacy?

1. Data Science
2. Cyber Security
3. Ethical Hacking
4. Database Management

Examiner: ADITI DAS