



**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 4th Semester Examination, 2021

**CC8-MASS COMMUNICATION AND JOURNALISM**

**INTRODUCTION TO NEW MEDIA**

Full Marks: 60

**ASSIGNMENT**

*The questions are of equal value.  
The figures in the margin indicate full marks.*

**Answer any *three* questions**

20×3 = 60

1. Explain clearly how a blog is created and promoted. 20
2. Provide a brief history on the evolution of internet and its effect in society. 20
3. Explain Web Writing, its techniques and storytelling structures. 20
4. Comment on Digital media and its impact in today's world. 20
5. Explain the term User Generated Content with some relevant examples. 20

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