Model Answers

Course: MMCJ
Semester: III
Paper: New Media Technology
Subject Code: AS-2571

1. **Objective type questions:**

Answer key:
   I. (a) Mouse
   II. (b) CD-ROM
   III. (b) Random Access Memory
   IV. (a) Graphical User Interface
   V. (a) Internet Browser
   VI. (a) Database Management Application
   VII. (c) Home page
   VIII. (c) Digital edition of newspapers available on internet
   IX. (c) Page layout designing application
   X. (d) Adobe

Descriptive type questions:

A good answer of the questions from 2 to 8 should contain the below-mentioned points.

Answers:

Q.2. "Digital technology has brought a dynamic change in our lives". Discuss how?

Answer: The wide-spread use of digital technology has brought a remarkable change in our lives. With the advent of digital technology some 40 years ago in 1970s, the field of communication and information technology witnessed a revolutionary change. The seed of digital technology was sown by IBM in 1971 when it developed its 5150 Business Computer based on digital technology and this set the stage for the introduction of a technology which went on to bring a revolutionary change in the way we communicated, sought information, stored data and others.

Today, the digital technology has become an integral part of human lives, without which it is difficult to imagine as comfortable life as we have today. This technology is not only important in our offices or homes but it walks with us even when we are on the go.

While at home we use television sets, computers, laptops, watches, cameras, mobile phones, tablets etc. A digital device is an electronic device that can receive, store, process and send digital (small signals) information. Today no aspect of human lives is works without this technology be it science, arts, medical science, environment, health, education, telecommunication, administration or engineering or anything. This technology has become essential constituent of all these aspects.

The change brought to our lives by digital technology could be better understood with the help of following points:

- ⇨ **Information seeking**

- ⇨ **Communication**

- ⇨ **Constant connectivity**

- ⇨ **Maintaining relationship**

- ⇨ **Entertainment**

- ⇨ **Medical science**

- ⇨ **Health**

- ⇨ **IT and Communication Technology**

- ⇨ **Education etc.**

Q.3. Discuss the major developments that took place in computers during second and third generations.

Answer: Second Generation (1955-1965): When the computer entered into the second generation from the first, there were many changes that made it look entirely different. There was all-round development in technology, designs, switching time etc. the major development that took place during the second generation was that the vacuum tubes were replaced by transistors that made it

more reliable and also reduced the size of the computers. These changes could be discussed with the help of the following points:

- ⇨ **Transistors replaced vacuum tubes**
- ⇨ **Switching time was reduced by ten times**
- ⇨ **The size of the computers were also reduced**
- ⇨ **It required less amount of space to be kept**
- ⇨ **Released ten times less heat as compared to previous computers**
- ⇨ **Reliability improved**
- ⇨ **Consumed less power**
- ⇨ **Increased storage capacity etc.**

Third Generation (1965-1975): This generation of the computer technology too saw several innovations that increased the efficiency of the computers. The efficiency increased in terms of both switching speed and storage capacity. The size of the computers was further reduced in the third generation. The changes during the third generation could be underlined with following points:

- ⇨ **Transistors were replaced by magnetic memory chips**
- ⇨ **Integrated (medium) circuits were developed: Initially small scale integrated circuits were developed packing around 10 different chips on them later medium scale integrated circuits consisting around 100 chips.**
- ⇨ **Storage capacity increased – 100 MB disk memory capacity**
- ⇨ **Lesser maintenance**
- ⇨ **Faster**
- ⇨ **Consumed lesser electricity**
- ⇨ **Supported high-level language like – Fortran-II, COBOL, Pascal etc.**
- ⇨ **Took shape of modern-day computer**

Q.4. What do you mean by working principle of computer? Describe in detail.

Answer: Working principle refers to the basics of computer operation which come into the application while we use a computer to perform various functions. All kinds of computer no matter how large or how small, have the same basic way of functioning i.e. receiving data from the users – processing them at the CPU storing the command and the data here for a small duration of time – and then giving the processed data back to the user through an output device. The computer receives the command and information from the user in human language and then changes it in machine language (0 & 1) and then after processing it sends it back to the user in human language through output unit. And to perform this basic functionality a computer needs to have:

- **Input Unit** – consists all the input devices like mouse, keyboard, microphone, light pen, scanner etc.
- **Memory Unit** – Primary memory (needed for storing the commands and the data to transfer back and forth to the processor and user) and the secondary memory (for permanent storage of data).
- **Central Processing Unit** – consists Control Unit & Arithmetic & Logical Unit.
- **Operating Systems** – the basic system software required by the computer to work.
- **Output Unit** – all the devices through which the user sees or hears the desired results of commands like – monitor, printer, plotter, speaker etc.

Q.5. What is Desktop Publishing? Discuss the importance of DTP in media.

Answer: To put it simply, whenever we use a computer to create a document and print it, it could be considered as desktop publishing. However, these days, the term is most commonly used for computer-based professional and commercial printing and publishing works.

There are various application programs used in the computer for desktop publishing by the publishers along with some specific hardware like printers, scanners, plotters etc. The different application software used in the computer for desktop publishing are – Adobe InDesign, QuarkXPress, Microsoft Office Publisher, PageMaker etc. Apart from these specialized application programs, there also are some basic computer word processing programs like MS Word,

WordPad etc. are also used for creating printable documents in the computer and therefore are a part of the desktop publishing process.

The importance of DTP in media industry could be discussed with the help of the following headings:

⇨ **Designing attractive page layouts**

⇨ **Editing photos**

⇨ **Creating graphics**

⇨ **Designing content for news portals**

⇨ **Creating print and web advertising**

⇨ **High-quality professional printing**

Q.6. "Internet has brought about a revolutionary change in the way we communicate". Comment.

Answer: Internet has been one of the most important inventions of the humans. The development of internet changed ways of many things that we did before its existence. And so has it did to the different ways we used to communicate to each other around 20 years ago.

After the use of internet gained momentum and started becoming widespread, it brought a revolutionary change to the way we communicated with our near and dear ones. Earlier, when we had traditional methods of communication like letters, telegraphs, landline telephones etc., it was not so convenient to get in touch with the people wanted. Even the landline telephones that we had were not pretty reliable as many times their cables were damaged and would remain dead for days. Besides, the reach of those phones were also limited to the urban and semi-urban areas until 15-20 years back. To be able to call someone, people had to go to the telephone booths. The letters would reach us after many days and the process of communication was quite lengthy. These practices of communicating with each other which was in practice until 15-20 years back today seems to be a tale of hundreds of years ago with the internet coming into existence.

How internet has changed our ways of communication has been discussed below with relevant points:

⇨ **Emails – sending documents containing texts, images, graphics etc.**

⇨ **Video-conferencing**

⇨ **Internet calling**

⇨ **Social networking websites**

⇨ **Chatting**

⇨ **Video-calling**

⇨ **SMSes on mobiles through internet**

⇨ **Reactions and comments on websites**

⇨ **Sending large files including videos etc.**

All these features of internet has helped us in communicating with each other across the globe in a jiffy with the clicks of some simple buttons. It has made the communication real-time and effective.

Q.7. Discuss the concept of Cyber Journalism. Describe its advantages.

Answer: Cyber journalism refers to the practice of journalism through internet wherein the important events and developments are reported to the people in real-time. The term 'Cyber Journalism' was coined to refer to the kind of journalism which was available to the people after the evolvement of new technologies like computer, internet and information technology. Cyber journalism is sometimes also referred to as web journalism or online journalism.
This new form of journalism has enabled the journalists to carry out the practice of journalism from wherever they are and whenever they want.
The different advantages of Cyber Journalism could be underlined with the help of following headings:

⇨ **No deadline**

⇨ **Faster communication: Real-time news production and dissemination**

⇨ **No space/time limitations**

⇨ **Content could be edited as and when required**

⇨ **Interactive**

⇨ **More enhanced – all kinds of elements like text, graphics, sound, video, images could used together.**

⇨ **No geographical limits**

Q.8. Write short notes on:

I. Interfacing with text   II. Importance of homepage of a website

Answer:

I. Interfacing with text:

While working with computers we use texts for interfacing in different ways. These are:

⇨ **Guidelines**
⇨ **Title bar text**
⇨ **Main instructions (dialogue box)**
⇨ **General use – text fonts, sizes, colours**
⇨ **Dates & times**
⇨ **Text explaining different features and options**

II. Importance of a homepage of a website could be described with the following points:

⇨ **Helps user to find the required content**
⇨ **Redirects user to different pages**
⇨ **Face of a website**
⇨ **Main location for placing advertisements**